65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 7 No. 8

WASHINGTON, D. C.
OCTOBER 15, 1934

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

THE JOHN C
OCT 16 1934
LIBRARY

"312 Sparkling Half-Hour Programs!"

A FEW OF THE STARS

JULES LANDE
Gypsy Violinist with his
$50,000 Singing Violin

☆

DAVID KAONOKI
Interpreting the
Romance of Hawaii

☆

FRANK PINERO
Since the
Days of Crystal Sets

☆

SAM HERMAN
Featured Xylophonist
Stage, Concert and Radio

☆

ANDY SANNELLA
Palmolive, Ipana Troubadours, Lucky Strike, Empire Builders

HARDING SISTERS
Twenty Fingers of Harmony
Dupont Cellophane

☆

POLLOCK and LAWNHURST
A Perfect Piano Air Team

☆

MAX DOLIN
A premier dance maestro
from the Golden Gate

☆

CHARLES MAGNANTE
Popular Accordionist
Averages 31 network programs each week

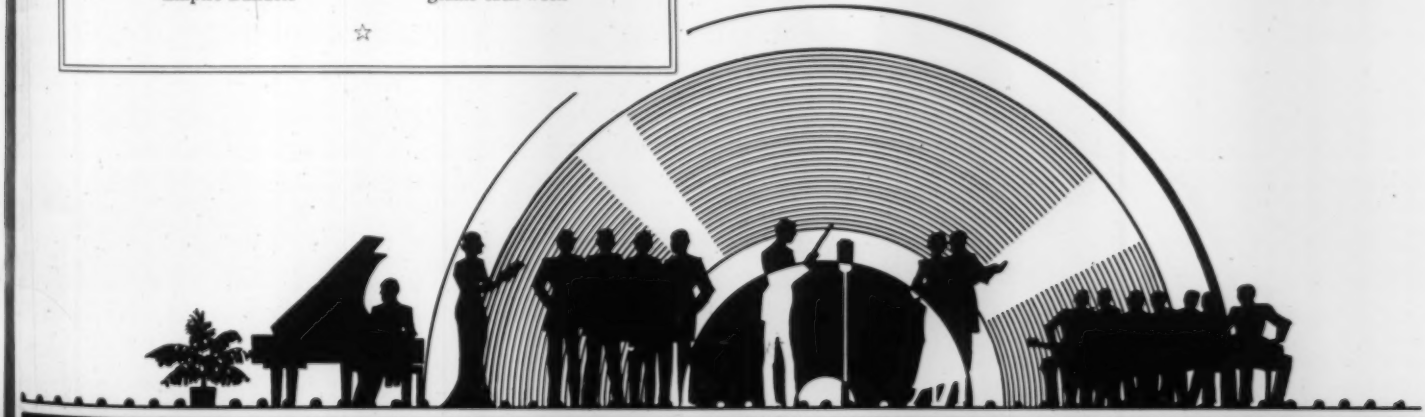
☆

THE NBC DAILY REVIEW OF MUSIC AND COMMENT

A Feature of NBC Syndicated Recorded Program Service

TOP NOTCH programs for "Musical Clocks" and spot announcement periods. A half-hour of music and timely novelties each week-day, with continuity service! Inject your own effective local flavor —put your station personality across with the help of 312 individual and distinct programs a year!

The NBC Daily Review is suitable for morning, afternoon or evening, and is available at a low cost. It is a perfect service period feature that can be divided among two or more sponsors. Write for details.



NATIONAL BROADCASTING COMPANY, Inc.

A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK, WASHINGTON, CHICAGO, SAN FRANCISCO

XUM

RADIO SALES SUPPLIES ADVERTISERS WITH A COMPLETE "SPOT" AND LOCAL PROGRAM SERVICE OVER MAJOR CBS STATIONS

GOOD? BETTER? BEST?

It is easy to discover which is which in Washington

ASK THE ADVERTISERS

More advertisers use WJSV than any other station in Washington. Ask A&P... ask Best Foods...ask Dodge...ask R.K.O. Keith and scores of other WJSV "spot" advertisers. Even better, ask local Washington merchants. They spend more money on WJSV than any other station for they know Washington advertising values and they place their dollars where they do the most good.

ASK THE RATE-CARDS

Rate-cards show how simple it is to buy the best radio facilities in Washington... without penalty of higher cost.

STATION	WATTAGE	RATE★
WJSV	10,000	$200
"B"	500	$200
"C"	100	$75
"D"		$200

ASK THE TRADE PRESS

Sharp-eared critics report: "In popularity...merchandising...programs...it is generally agreed WJSV stands out head and shoulders." (Variety, April 3, 1934)

WJSV is the Washington key station of the Columbia Broadcasting System. Specific reports of results for WJSV advertisers are published regularly in "WJSV NEWS." We will be pleased to put you on its mailing list.

★Base Rate (Evening Hour). Note: Station "D" operates with 250 watts in the evening.

RADIO SALES, INC.

485 MADISON AVE., NEW YORK CITY • 410 NO. MICHIGAN AVE., CHICAGO, ILL.

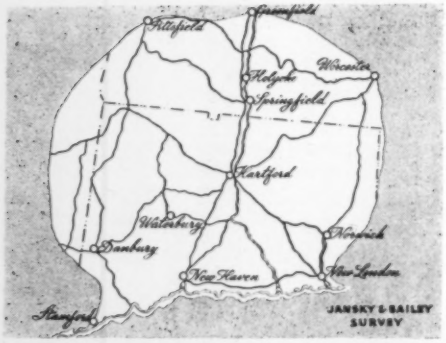
XUM

A DIRECT AIR LINE ROUTE TO NEW ENGLAND HOMES

The twelve-star male chorus of the air. One solid year in the making; building a repertoire that now ranges from Rachmaninoff's Prelude in C Sharp Minor to the lilting melodies of Broadway. Their theme song is an open-sesame to New England homes through which an advertiser can enter with his message and gain a fireside welcome. The MEN OF SONG represent another example of WTIC's ability to create programs of outstanding merit and mass appeal.

Now let's take a quick look at the WTIC Communities as a market. Here are over 1,500,000 listeners. Their buying power is far *above* average. Distribution costs are well *under* average—for the area is less than 100 miles square.

Finally, Station WTIC offers the *only* way to reach this entire market at small cost. A few choice hours are now available. Full particulars on request.



NEW YORK OFFICE: 220 East 42nd St. J. J. Weed, Manager
CHICAGO OFFICE: 203 No. Wabash Avenue. C. C. Weed, Manager

STATION WTIC, HARTFORD, CONN.

50,000 WATTS

Owned by The Travelers Broadcasting Service Corporation

THE WTIC COMMUNITIES
A prosperous population in a compact market

Facts for Drug and Cosmetic Advertisers

Potential WTIC Primary Audience	1,580,367
Drug Stores, Number	863
Volume of Business	$25,929,000
Department Stores, Number	59

Operated Daily
7:00 A.M. to 12:00 Midnight
Sundays 9:30 A.M. to Midnight

Member New England and NBC-WEAF Networks

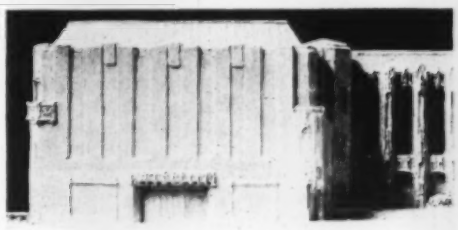
Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WGN Presents the Greatest Maestros in the Middle West

Carrying on the dominance symbolized by the erection of a new $500,000 studio building, WGN names:

HENRY WEBER
Musical Director—Conductor of the WGN Concert Orchestra

At 33 a veteran of a dozen years with the world's finest orchestras . . . Maestro of opera . . . Director of symphony . . . Student with Richard Strauss . . . Graduate of the Imperial Academy of Vienna . . . Debut at the Royal Opera in Bremen . . . Conductor with The Chicago Civic Opera . . . The world's youngest conductor of a major opera company . . . Famous in Boston . . . The first American to direct an operatic orchestra in Italy . . . Guest conductor with The Chicago Symphony . . . Staff conductor for NBC . . . Henry Weber directs WGN's musical activities, including the newly augmented WGN concert orchestra.



WAYNE KING

WGN is the only station in America to carry Wayne King as an exclusive sustaining program. The Waltz King is heard 10 times each week from the great Independent of the Middle West.

HAROLD STOKES
Leader of the new WGN Dance Orchestra

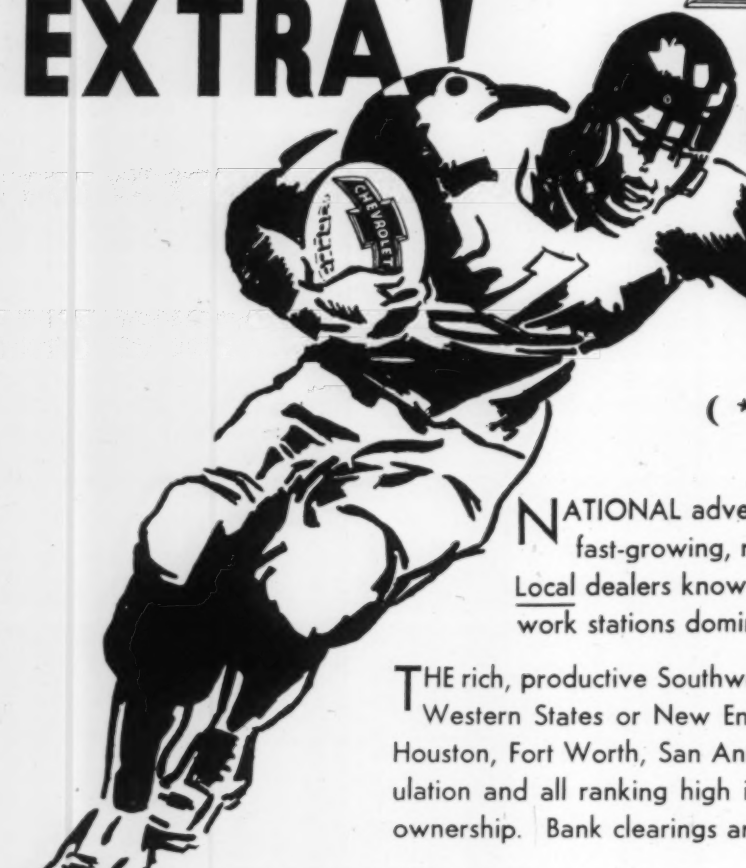
Director, composer and arranger of popular music . . . Young, brilliant, versatile . . . At 29 a master of modern melody . . . Conductor of the first coast-to-coast commercial broadcast from Chicago, the Studebaker Champions . . . Staff conductor with NBC . . . Conductor of the Carnation Contented Hour . . . Sealed Power . . . Palmer House Promenade . . . Climalene Carnival Hour, and many others . . . Composer and arranger of popular airs . . . Outstanding leader of modern dance music . . . Harold Stokes makes his bow to the Middle West audience in charge of WGN's new, 22-piece dance band.

WGN

THE CHICAGO TRIBUNE STATION ON THE DRAKE HOTEL
416.4 METERS—720 KILOCYCLES
NATIONAL PRESTIGE . . SUPERIOR PROGRAMS . . 50,000 WATTS POWER . . CLEAR CHANNEL . . INTENSIVE ZONE 7 COVERAGE . . *PLUS* A NEW $500,000 STUDIO BUILDING . . *PLUS* THE GREATEST MAESTROS IN THE MIDDLE WEST!

WGN

FOOTBALL EXTRA!



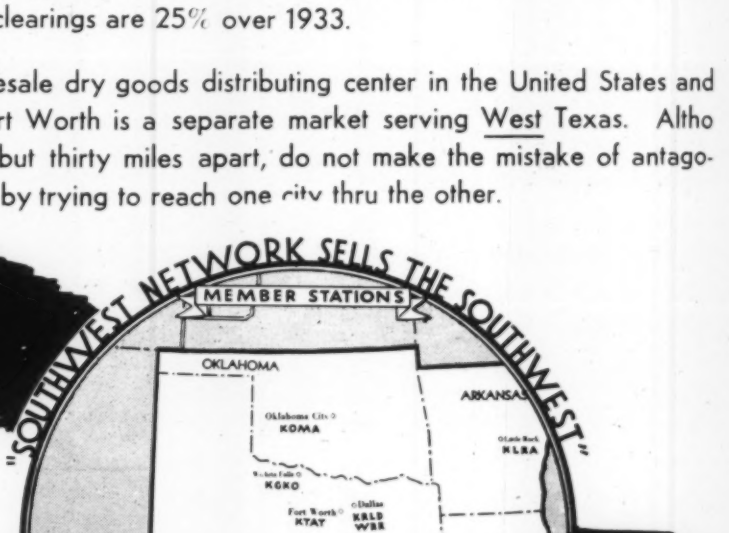
CHEVROLET BUYS SOUTHWEST AND OKLAHOMA GAMES* OVER SOUTHWEST NETWORK

(*FIRST TIME EVER SPONSORED !)

NATIONAL advertising follows local. Campbell-Ewald selected this fast-growing, recognized network to carry Chevrolet's message. Local dealers know where their sales come from. The Southwest Network stations dominate their markets locally.

THE rich, productive Southwest territory has more population than the eleven Western States or New England. Here is a series of real markets: Dallas, Houston, Fort Worth, San Antonio, Oklahoma City – each over 200,000 population and all ranking high in retail and wholesale sales, incomes and home ownership. Bank clearings are 25% over 1933.

DALLAS is the fifth wholesale dry goods distributing center in the United States and serves East Texas. Fort Worth is a separate market serving West Texas. Altho Dallas and Fort Worth are but thirty miles apart, do not make the mistake of antagonizing dealers in either city by trying to reach one city thru the other.



The
SOUTHWEST BROADCASTING CO.

LEE H. ARMER, President

•

Exclusive National Representatives

GREIG, BLAIR AND SPIGHT, INC.

New York • Chicago • Detroit

San Francisco • Los Angeles

BROADCASTING
and
Broadcast Advertising

Vol. 7 No. 8 WASHINGTON, D. C., OCTOBER 15, 1934 $3.00 A YEAR—15c A COPY

Way Is Paved for Additional Radio Service

By SOL TAISHOFF

FCC Adopts Policies Looking to More Stations, Higher Power, Increased Hours as Quota System Is Revised

EFFECTING the most sweeping change in the system of allocating broadcasting facilities since the nation-wide shift of 1928, the Broadcast Division of the FCC Oct. 10 adopted new quota regulations and established new policies respecting the licensing of more local stations and the use of higher powers on regional channels which will open the way for substantially increased facilities generally throughout the country.

In revising the quota system, which has been a source of serious controversy since its adoption by the former Radio Commission four years ago, the FCC set up what amounts to two distinct quota systems—one covering day quotas and the other night quotas. The same basic principle of allocating according to quotas based on state populations will be adhered to, but additional daytime facilities are set up in all but a dozen states. This is interpreted to mean that additional stations and more power and time for existing stations will be possible in some 36 states, adding considerably to the service and coverage capacity of broadcasting as a whole.

Simultaneously, the FCC adopted a new regulation clearing the way for the licensing of additional 100-watt local stations, in conformity with the provision in Communications Act of 1934, without charging such new stations to state quotas. It also adopted a modification of existing regulations under which the limitation of 2,500 watts in daytime power on regional stations is discarded and the maximum is placed at 5,000 watts.

Grants Regional Boosts

IMMEDIATELY following the policy rulings—the first respecting broadcasting since the FCC came into being last July—it granted a large number of applications for increased day power and for other increased facilities, made possible by the new regulations. [See FCC decisions of Oct. 10 on page 60 of this issue.] Jammed with pending applications, however, the FCC deferred action on the majority of the pending 100-watt station applications, totaling some 90, until its next meeting scheduled for Oct. 16. It did, however, grant two applications for new local stations, and designate nearly a score of others for hearing.

Only those applications for new 100 watt stations (now totaling 70) which are for the six channels reserved under the 1928 reallocation for purely local stations will be considered as falling within the meaning of the Communications Act provision, the FCC decided. These channels are 1200, 1210, 1310, 1370, 1420 and 1500 kc. Moreover, it announced that new stations will be licensed only after a full showing has been made that the station will be operated in the public interest. This, it appeared, means that hearings are *not* mandatory before granting of applications.

The new quota structure is highly technical. But it reduces down to the rather simple fact that instead of limiting each of the five radio zones into which the country is divided to 80 units per zone, it gives each zone a total of 101 units. A unit is the equivalent of one station of 1,000 watts power operating full time. Of the aggregate of 101 units per zone, 36 are designated as night units and 65 as daytime units. Under the new values assigned units, night-time operation of a 1,000 watt station from 6 to 12 midnight is computed as one-half unit, while daytime operation from 6 a. m. to 6 p. m. is computed as one-half unit. Other unit values are prorated on a graduated scale computed on this base.

While the facility values of both day and night quotas remain substantially the same, the new dual-quota system does not make the two interchangeable. In other words, applications for increased or new facilities hereafter will be considered separately as between day and night unit valuations of the states and zones.

Units Are Increased

WHEREAS the old quota system established 400 units, or the equivalent of that number of 1,000 watt stations operating full time, as the maximum to be allocated in the country, the new system sets up a total of 505 units. Actually assigned at the present time, under the old basis of computation, are some 435 units.

In revising the quota system, the FCC wiped out all assignments made in the past on a temporary basis which were not chargeable to quota. All assignments, whether permanent or temporary, will be charged to the quota assigned each state, it emphasized.

The revision recommended by the Engineering Department, as was the 100-watt station policy and the increase to 5,000 watts daytime on regionals, was made possible, it was explained, because interference caused by stations operating on the same channel at night is far more serious than that during the day. Thus, it was pointed out, it is possible to accommodate a substantially increased number of stations and greatly increased power during daylight than at night, without undue interference. The new actions also accorded with past recommendations of the NAB Engineering Committee.

Commission Explains Setup

IN A FORMAL statement on the quota system, the FCC said:

The "night quota" due and "day quota" due are entirely separate and wholly independent of each other. Applications will be considered in two parts if night and day operation is requested, and the proper quota due considered in connection with each part.

The "night quota" due and assigned do not differ materially from the night portion of the present system. The "daytime quota" due each zone and state within each zone has been increased so that the quota already assigned no longer becomes the limiting factor in many cases to an increase in daytime power of local and regional stations and day and limited time stations on clear channels.

"Rule 120," the FCC continued, "was modified so that the maximum daytime power on the regional channels listed in this rule was increased to 5,000 watts. No other change was made in the maximum power of other classes of stations.

"In increasing the daytime quota due the several states, it is not the intention of the Commission to license additional new daytime stations unless a full showing has been made that public interest will be served in making such a grant. The applicant must definitely establish the need for the additional service, the financial and technical ability to operate such a station in accordance with the rules and regulations, and that the station can exist on the basis of the grant requested.

"A survey of the stations in small cities or communities indicates that it is extremely difficult for such stations to operate even though they have full time. The possibility of a daytime station under similar circumstances becoming a success is greatly decreased."

New Quota Tables

A COMPLETE new table of quota values also was established. Under it, definite quota values for the first time are established for stations of 5,000 to 50,000 watts operating simultaneously on channels heretofore regarded as clear channels. The unit value of a clear channel station operating with more or less than 50,000-watts, and exclusive on the wave at night, remains at 5 units. A 50,000-watt station duplicating on a clear channel at night, however, now is computed at 2 units; a 25,000-watt at 1.8 units, and so on graduated downward to .75 of a unit for a 5,000-watt station duplicated at night at less than 2,000 miles from another station.

[A tabulation of the day and night quotas due each zone and each state within the zone under the dual-system, together with the quotas actually assigned in each category, is published on page 8.]

In its new 100-watt station policy, the FCC made it clear that new stations would be licensed under the Communications Act proviso only on proper showing and in conformity with the present power-frequency mileage separation tables of the engineering department. Technical requirements for the installation and operation will be the same as for all other broadcast stations, it declared. The announcement continued:

"New broadcast stations will be licensed under this section only after a full showing has been made that the station will be operated in public interest. This showing must include full facts concerning the applicant's financial and technical ability to operate the station requested. It must be shown that program material is available such that programs can be built that will be of service and interest to the listeners. Proof must be submitted that sufficient possibilities are available that the applicant can provide adequate

talent, personnel and properly maintained equipment.

"A review of existing stations in small centers of population reveals that a majority of these stations are having great difficulty in operating with adequate programs, maintenance and personnel.

"Fast records show that in many cases applicants hope to obtain a limited facility and expect at a later date to materially increase that facility. The present allocation does not permit such later increases and accordingly the Commission must have proof that the assignment, as requested, has a reasonable promise of success."

A number of the new local station applications have been filed by the same interests which contemplate the establishment of "strings" of such stations in good markets, for ultimate possible operation either as wire networks or transcription chains. At least three such projects have been detected in reviewing the batch of pending applications, for the most part concealed through the use of different corporate names or "dummy" applicants.

BULLETIN

GEORGE F. McCLELLAND, former vice president and general manager of NBC, shot and killed himself in his New York office the night of Oct. 12. He was 39 years old and one of the pioneers of the broadcasting industry. Police said that they were unable to decipher a note he had left because it was so blood-soaked. "Mac," as he was well known throughout the industry, announced shortly after he had left NBC that he would undertake a new network project. Although nothing came of his plans, which he discussed with high radio and publishing officials on the Pacific coast last winter, he declined at least one big offer to join a leading agency as an account executive.

NBC Opens Negotiations For WMAQ's Other Half

NEGOTIATIONS are in progress for the acquisition by NBC of the half interest in WMAQ, Chicago clear channel station, now held by the *Chicago Daily News* at a price understood to be in the neighborhood of $500,000. Consummation of the arrangement was expected prior to Nov. 1, or exactly three years from the date on which NBC acquired 50 per cent interest and program control of WMAQ from Col. Frank Knox, publisher of the newspaper.

In the original transaction, NBC paid the newspaper approximately $600,000 for the half interest. The contract also included provision under which negotiations could be reopened for full purchase through payment of an additional $500,000.

PORTER OGELSBY, Jr., son-in-law of John C. Martin, publisher of the *Philadelphia Public Ledger* and with that newspaper's advertising department, has been elected president of WHAT, Philadelphia, owned by the newspaper. James R. Westcott, circulation manager of the *Public Ledger* and manager of WHAT, has been elected vice president, but his place as manager has been taken by John L. Nevius.

Preliminary Analysis of Quota Distribution Under Quota Regulations as Revised Oct. 10, 1934

(Subject to Change after Final Computation by FCC)

	PROPOSED								PRESENT			
	Night				Day							
State	Quota Due	Units Assigned	Units Over or Under	% Over or Under	Quota Due	Units Assigned	Units Over or Under	% Over or Under	Quota Due	Units Assigned	Units Over or Under	% Over or Under
First Zone												
Conn.	2.13	1.79	— .34	—16	3.85	2.35	— 1.50	—39	4.74	3.95	—0.79	—17
Del.	.32	.20	— .12	—38	.57	.33	— .24	—42	0.70	0.53	—0.17	—24
D. C.	.64	.60	— .04	— 6	1.16	1.00	— .16	—14	1.43	1.60	+0.17	+12
Me.	1.06	.99	— .07	— 7	1.91	1.22	— .69	—36	2.35	2.21	—0.14	— 6
Md.	2.16	1.95	— .21	—10	3.91	3.60	— .31	— 8	4.81	5.55	+0.74	+15
Mass.	5.63	5.11	— .52	— 9	10.17	6.35	— 3.82	—38	12.52	11.46	—1.06	— 8
N. H.	.62	.33	— .29	—47	1.11	.60	— .51	—46	1.37	0.93	—0.44	—32
N. J.	5.36	4.255	—1.105	—21	9.67	5.105	— 4.565	—47	11.90	9.36	—2.54	—21
N. Y.	16.69	18.42	+1.73	+10	30.14	20.82	— 9.32	—31	37.10	39.24	+2.14	+ 6
R. I.	.91	.70	— .21	—23	1.65	.70	— .95	—58	2.02	1.40	—0.62	—31
Vt.	.48	.06	— .42	—88	.86	.66	— .20	—23	1.06	0.72	—0.34	—32
Total	36.00	34.405	—1.595	— 4	65.00	42.735	—22.265	—34	80.00	76.95	—3.05	— 4
Second Zone												
Ky.	3.38	4.20	+ .82	+24	6.10	4.30	— 1.80	—30	7.50	8.50	+1.00	+13
Mich.	6.25	5.06	—1.19	—19	11.28	5.96	— 5.32	—47	13.89	11.02	—2.87	—20
Ohio	8.58	9.38	+ .80	+ 9	15.50	11.56	— 3.94	—25	19.07	20.94	+1.87	+10
Pa.	12.43	12.54	+ .11	+ 1	22.45	14.79	— 7.66	—34	27.63	27.41	—0.22	— 0
Va.	3.13	4.80	+1.67	+53	5.64	5.75	+ .11	+ 2	6.95	10.55	+3.60	+52
W. Va.	2.23	1.93	— .30	—13	4.03	3.90	— .13	— 3	4.96	5.83	+0.87	+18
Total	36.00	37.91	+1.91	+ 5	65.00	46.26	—18.74	—29	80.00	84.25	+4.25	+ 5
Third Zone												
Ala.	3.32	2.735	— .585	—18	5.99	4.285	— 1.705	—28	7.37	7.02	—0.35	— 5
Ark.	2.32	2.67	+ .35	+15	4.19	4.75	+ .56	+13	5.16	7.42	+2.26	+44
Fla.	1.84	3.60	+1.76	+96	3.32	5.40	+ 2.08	+63	4.09	9.00	+4.91	+120
Ga.	3.64	4.21	+ .57	+16	6.58	4.90	— 1.68	—26	8.10	9.11	+1.01	+12
La.	2.63	5.20	+2.57	+98	4.75	5.30	+ .55	+12	5.85	10.50	+4.65	+79
Miss.	2.52	1.14	—1.38	—55	4.55	2.26	— 2.29	—50	5.60	3.60	—2.00	—36
N. C.	3.97	4.85	+ .88	+22	7.17	5.50	— 1.67	—23	8.82	10.35	+1.53	+17
Okla.	3.00	3.49	+ .49	+16	5.42	5.05	— .37	— 7	6.67	8.54	+1.87	+28
S. C.	2.18	1.10	—1.08	—50	3.93	1.95	— 1.98	—50	4.83	2.80	—2.03	—42
Tenn.	3.28	6.30	+3.02	+92	5.92	7.40	+ 1.48	+25	7.29	13.70	+6.41	+88
Texas	7.30	11.17	+3.87	+53	13.18	13.12	— .06	— 0	16.22	24.29	+8.07	+50
Total	36.00	46.465	+10.465	+29	65.00	59.915	—5.085	— 8	80.00	106.33	+26.33	+33
Fourth Zone												
Ill.	10.14	11.39	+1.25	+12	18.30	16.59	— 1.71	— 9	22.52	27.98	+5.46	+24
Ind.	4.30	3.42	— .88	—20	7.77	5.55	— 2.22	—29	9.56	8.75	—0.81	— 8
Iowa	3.28	5.02	+1.74	+53	5.93	7.91	+ 1.98	+33	7.30	12.93	+5.63	+77
Kans.	2.50	2.74	+ .24	+10	4.51	3.80	— .71	—16	5.55	6.54	+0.99	+18
Minn.	3.41	4.28	+ .87	+26	6.15	5.07	— 1.08	—18	7.57	9.35	+1.78	+24
Mo.	4.82	4.83	+ .01	+ 0	8.70	8.21	— .49	— 6	10.71	13.21	+2.50	+23
Nebr.	1.83	2.21	+ .38	+21	3.30	5.62	+ 2.32	+70	4.06	7.83	+3.77	+93
N. Dak.	.90	1.40	+ .50	+56	1.63	1.90	+ .27	+17	2.01	3.30	+1.29	+64
S. Dak.	.92	.86	— .06	— 7	1.66	2.03	+ .37	+22	2.05	2.89	+0.84	+40
Wisc.	3.90	3.05	— .85	—22	7.05	5.69	— 1.36	—19	8.67	8.61	—0.06	— 1
Total	36.00	39.20	+3.20	+ 9	65.00	62.37	— 2.63	— 4	80.00	101.39	+21.39	+27
Fifth Zone												
Ariz.	1.32	1.02	— .30	—23	2.38	1.66	— .72	—30	2.93	2.68	—0.25	— 9
Calif.	17.18	19.17	+1.99	+12	31.02	21.70	— 9.32	—30	38.18	41.12	+2.94	+ 8
Colo.	3.13	4.61	+1.48	+47	5.66	4.98	— .68	—12	6.96	9.59	+2.63	+38
Idaho	1.35	1.50	+ .15	+11	2.43	1.95	— .48	—20	2.99	3.45	+0.46	+15
Mont.	1.63	1.75	+ .12	+ 7	2.94	2.30	— .64	—22	3.62	4.05	+0.43	+12
Nev.	.27	.35	+ .08	+30	.49	.35	— .14	—29	0.61	0.70	+0.09	+18
N. Mex.	1.28	1.13	— .15	—12	2.31	2.90	+ .59	+26	2.85	4.03	+1.18	+41
Oreg.	2.89	4.02	+1.13	+39	5.21	5.89	+ .68	+13	6.41	9.91	+3.50	+55
Utah	1.54	3.30	+1.76	+114	2.78	3.30	+ .52	+19	3.42	6.60	+3.18	+93
Wash.	4.73	7.26	+2.53	+53	8.54	8.50	— .04	— 0	10.51	15.76	+5.25	+50
Wyo.	.68	.40	— .28	—41	1.24	.40	— .84	—68	1.52	0.80	—0.72	—47
Total	36.00	44.51	+8.51	+24	65.00	53.93	—11.07	—17	80.00	98.69	+18.69	+23

Educators Drop Nationalized Radio Plea

Offer Wide Variety of Vague Proposals at FCC Hearing; NAB Opens Factual Case for Radio Industry

A VIRTUAL about-face in the attitude of educational groups, which have urged government operation of broadcasting in the United States, was revealed at the "25 per cent" hearings before the Broadcast Division of the FCC during the first week of October, as more than a score of witnesses, ostensibly appearing in general endorsement of class allocations of facilities, presented the first half of the case.

Upon the record of these hearings, and upon supplemental briefs to be filed next month, the FCC will base its report and recommendations to Congress in response to the provision in the Communications Act asking that it investigate proposals that a definite share of broadcasting facilities be allocated to so-called non-profit groups. This report is due Feb. 1.

No Unified Proposal

INSTEAD of demanding legislation for nationalization or state control of American broadcasting, which has hitherto been their obvious aim, these groups, led by Joy Elmer Morgan's National Committee on Education by Radio, veered to the position that provision be made for facilities for educational stations and for allocation to state institutions alongside commercial stations. However, there was no unified, concrete plan offered, with no consideration given to the basically important matter of technical limitations. A dozen different proposals, in the main vague suggestions, were advanced.

Nearly one-third of the witnesses scheduled to appear for the "opposition" failed to answer to the call. Those who did testify were unanimous in the view that there is too much blatancy on the air and that advertising should be sharply restricted. But there was no general demand for the banishment of commercial programs. Little factual data to substantiate repeated charges of an impending or existing listener "revolution" against commercial radio was produced. The original plan of the FCC had been to restrict the testimony to purely factual data and to cross-examine witnesses. But the Broadcast Division, comprising Hampson Gary, chairman; Thad H. Brown, vice chairman, and Judge E. O. Sykes (chairman of the full FCC), elected to allow the witnesses to proceed in their own way rather than interrupt the continuity of their case.

Some Stay to Praise

TO THE OBVIOUS chagrin of the pro-class allocation groups, several witnesses who appeared in the week's time allotted them testified in outright support of the American Plan of broadcasting. Outstanding among these was Attorney General John W. Bricker, of Ohio, appearing for Ohio State University, which operates WOSU, an educational station. He said this institution had no complaint with commercial broadcasting, and that it only asked that educational broadcasting be permitted to develop in an orderly way.

JUDGES—Conducting the current "25 per cent" hearings, upon which they must render a report to Congress, are the three members of the FCC Broadcast Division; upper left, Judge Sykes; upper right, Chairman Gary; lower, Vice Chairman Brown. These caricatures by Robles in the "Washington Post" are reprinted with permission.

Strangely absent also was the anticipated onslaught of the Paulist Fathers, operating WLWL, New York, which station was largely responsible for the writing into the Communications Act the provision for an investigation of proposals for class allocations of facilities. Father John B. Harney, militant leader of the Society of St. Paul the Apostle, did appear on Oct. 8, but only to deny vigorously an accusation by Judge J. F. Rutherford, head of the Peoples Pulpit Association, made earlier in the hearing, that the record of hearings before the House Interstate and Foreign Commerce Committee incident to the Wagner-Hatfield amendment sponsored by Father Harney had been "mutilated." The Catholic organizations, when called upon to present their case, announced they would submit a series of resolutions dealing with radio adopted by some of their organizations but would offer no oral testimony.

In marked contrast with the manner in which the proponents of class legislation presented their case, the broadcasting industry began its case in support of retention of the status quo, stripped of recriminations and the sensational and confined entirely to fact. Beginning their presentation Oct. 11, after the other groups had completed their case in the main, masses of evidence in affidavit form were placed in the record to substantiate the industry's contention that educational and other public service program requirements can best be met over existing stations and that large quantities of time now are voluntarily devoted to such pursuits.

Nearly two-score of corroborating witnesses, including such figures as M. H. Aylesworth, NBC president; William S. Paley, CBS president; J. T. Ward, NAB president; Walter Damrosch, Paul Whiteman and Deems Taylor, were scheduled to appear during the ensuing week. Expert technical testimony on the engineering phases of any such distribution or allocation plans as had been proposed was to be offered by engineering authorities. This testimony was to conclude the industry's case on Oct. 19.

Appearing as chief counsel and generalissimo of the broadcasting industry forces was Philip G. Loucks, NAB managing director, who in large measure planned the case. In opening the presentation Oct. 11 he made a general statement of the scope of the industry's case and then inserted in the record some 269 sworn statements from stations submitted in response to a questionnaire covering their program operations. He introduced all witnesses for the industry.

Bellows First Witness

AS THE FIRST actual witness, Henry A. Bellows, legislative chairman of the NAB, who has been devoting his entire time during the last six weeks to the preparation of the industry's case, testified as to the scope of the NAB station survey in which the testimony was accumulated. Cast as "star" witness for the industry, his testimony consumed one entire morning session and was in the nature of a running account of radio program service.

Among the high-spots of Mr. Bellows' testimony, which summarized the factual data procured from a cross-section of the country's stations, were these: that stations already are donating time to literally hundreds of groups, classified as educational, religious, agricultural, fraternal, etc., who could not possibly be provided for in any class allocations such as are proposed; that some 17 per cent of the time of the responding stations is devoted to programs definitely falling in the educational category; that the general policy has been to offer station facilities to educational institutions, but that the educators themselves have not accepted these offers; that listener reaction to educational programs over educational stations is very limited; that the average life of commercial stations is 8½ years, during which they have acquired a knowledge of listener tastes and needs that naturally is more reliable than the theories and deductions of pedagogues who have had little or no practical broadcasting experience.

An amazing amount of information regarding the number and character of divergent educational, informative and public service programs broadcast by commercial stations was brought to light for the first time by Mr. Bellows in his analysis of the affidavits of stations. He produced evidence to show that statements made by numerous educator witnesses that educational programs were shunted to undesirable hours or off the air altogether when commercials came along was erroneous, and that many educational features have occupied the same spots on stations for long periods, and are not offered for sale at all.

Mr. Bellows emphasized that these educational and informative programs broadcast over commercial stations reach assured audi-

ences established over a long period of years, whereas purely educations stations have limited appeal. Producing a breakdown of the affidavits procured from stations, he brought out that 16.7 per cent of the broadcast hours of the stations were devoted to educational and informative programs from the period Jan. 1 to June 30, and that 13.3 per cent of the evening hours of these stations were given over to similar programs.

Ward Plans Committee

MR. WARD, appearing first in his capacity as president of the NAB, on Oct. 11 declared the attitude of the broadcasting industry is one of willingness to cooperate with educators, and that to that end he would recommend at the next NAB board meeting that a committee of broadcasters, with broad powers, be appointed to study the educational broadcasting problem and confer with a representative group of educators on a possible solution. This, he declared, would accord with the proposal made by one of the spokesmen for the educators during the presentation of their case.

H. K. Carpenter, general manager of WHK, Cleveland, and for 10 years a broadcasting executive, recited the experiences he had had in educational broadcasting and enumerated the various educational and informative programs which had been and are being presented over stations with which he was identified. From his experience, he declared, he has come to the obvious conclusion that radio's primary function is to entertain. Listeners, if they have a choice between two programs—one entertainment, and the other educational—will invariably turn to the former. The radio-education question, he declared, is not one for legislation or even for a regulatory agency. It is strictly a matter of cooperation between educators and broadcasters, requiring intensive study over a considerable period of time.

Leo J. Fitzpatrick, vice president and general manager of WJR, Detroit, who began broadcasting in 1921, analyzed the degree of educational and non-profit program service rendered by his station, notably the regularly scheduled broadcasts from the University of Michigan, which have been featured practically continuously over the station since 1925. He then introduced Prof. Waldo Abbot, director of the broadcasting service of the University, who told of the great success achieved in the extension course broadcasts over the station and of the "cooperation given us in every respect" by WJR. Prof. Abbot advocated a similar arrangement between other educational institutions and commercial stations.

Witnesses scheduled for the following day included I. Z. Buckwalter, WGAL, Lancaster, Pa.; J. L. Kaufman, representing the Hearst Radio stations; Credo Harris, WHAS, Louisville; John Elmer, WCBM, Baltimore; Harold Smith, WOKO, Albany; Paul Oury, WPRO, Providence; I. R. Lounsberry, WGR-WKBW, Buffalo, and Arthur Church, KMBC, Kansas City. There was to be no session Saturday, Oct. 13.

Docketed to appear Monday, Oct. 15, were Alfred J. McCosker, former NAB president and president of WOR, Newark; Guy C. Earl, KNX, Hollywood; Quin A. Ryan, WGN, Chicago; Donald G. Graham, KOMO-KJR, Seattle; Lambdin Kay, NAB vice president and director of WSB, Atlanta; S. G. Persons, WSFA, Montgomery, Ala.; John L. Clark, WLW, Cincinnati, and A. H. Kirchhofer, WBEN, Buffalo, managing editor of the *Buffalo Evening News*. Also scheduled to appear for independent stations on Tuesday, Oct. 14, were W. J. Damm, WTMJ, Milwaukee, H. W. Slavick, WMC, Memphis, and John Shepard, 3rd, Yankee Network, chairman of the broadcasting industry code authority.

Case for the Networks

DURING the remainder of the week the major networks will present their own cases. CBS, the preparation of whose case has been largely in the hands of John W. Guider, Washington attorney, is slated to begin its presentation Wednesday, Oct. 17, to be followed by NBC through Friday, Oct. 19. In addition to the presidents of the networks, Franklin Dunham, NBC educational director, and Fred Willis, CBS educational director, were to present statements.

The oral testimony was to be concluded Monday, Oct. 22, with the presentation of factual data by various governmental agencies identified with radio. Afterward, however, the proponents of new legislation will be given an opportunity to offer testimony in rebuttal to the case presented by the broadcasters if they desire. No specific time has yet been allocated.

Virtually all parties in the proceedings agreed that they would ask for about one month from the date of the closing of the hearings in which to prepare and submit briefs, summing up their cases and presenting arguments. It is likely that these briefs will not be due until late in November or early December.

* * *

AT THE VERY outset of the hearing on Oct. 1, the educational coterie headed by Mr. Morgan, as chairman of the National Committee on Education by Radio, gave evidence of being displeased with the procedure proposed by FCC. Dr. Tracy F. Tyler, secretary of the committee, asserted that if the letter of the procedure was adhered to it would place great hardship upon the educators. To give the "proper" evidence, he asserted, would mean that his organization "would have to call in every listener in the United States."

In opening the hearing, Chairman Gary outlined the nature, scope and order of the proceedings. The FCC, he declared, is interested in the facts, upon which it may base its report to Congress. He emphasized repeatedly, as witnesses concluded their statements, that the FCC wanted every possible bit of information, since it was sitting as a fact-finding tribunal.

First of the witnesses for the proponents of class-legislation was Mr. Morgan, well-known as a reformer, who has been variously identified with anti-liquor, anti-cigarette and other crusades. He read a series of inflammatory statements from numerous individuals, including Upton Sinclair, Democratic candidate for governor of California, and Lee DeForest, radio inventor, both vigorously denouncing commercial radio. The former, he read, branded most programs as supercharged with "buncombe and rubbish," while Mr. DeForest called them "a huckstering orgy."

Among the multitude of radio practices deprecated by Mr. Morgan was allegedly "dishonest" news reporting by Washington newspapermen specializing in radio. Alluding specifically to an article which appeared in a Washington newspaper in advance of the hearings, which stated that educational ranks were "hopelessly split" on the radio issue, he denied that there was any rift and expressed the view that this condition might have to be "investigated." As witness after witness appeared, however, it became clear that there was no unanimity of opinion among the educators as to solution of the problem, and that various groups very definitely were hopelessly divided among themselves.

Educators Seek Solution

OFFERING no specific plan for solution of the problem of education by radio, Mr. Morgan asked simply that "larger consideration"

(*Continued on page 58*)

Position of NAB at "25 Per Cent" Hearings

Mr. Loucks

IN OPENING the presentation of the case for the broadcasting industry before the Broadcast Division of the FCC Oct. 11, Philip G. Loucks, NAB managing director, summarized the position of the industry as follows:

"The Association, which it is my privilege to represent, is opposed to the proposal 'that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities.' As will be shown, similar proposals have been considered by the membership in general meetings from time to time and upon each occasion a resolution was unanimously adopted opposing statutory allocations by Congress. I am therefore simply stating the considered judgment of the entire membership when I say that we are opposed to the principle of such allocations.

"Our policy has always been one of willing cooperation with religious, educational, charitable, civic and other similar organizations. Our testimony will show that policy to have been in full effect for many years. Our testimony will show that any change, however slight, in the present system is undesirable from the standpoint of the public and disastrous from the standpoint of broadcasters and the vast majority of all religious, educational charitable, civic and similar organizations."

Cadillac Explains What Radio Means

Results of Concerts Shown In Attitude of Public

WHY CADILLAC Motor Car Co. elected to use radio for 17 "Cadillac Concerts" last spring, and the "how" of Cadillac's decision to use the power of broadcast advertising to help in 1934 selling job are explained in two handsome brochures titled *Radio Enhances Two Distinguished Names* and *How NBC Helped Cadillac and LaSalle Meet the Challenge of* 1934, just published by NBC for limited distribution.

So successful was last year's schedule that the parent company, General Motors, this season has undertaken a new one-hour Sunday night symphony concert series along the same lines, as elsewhere reported in this issue. The campaigns are largely institutional in character and represented, along with Packard's decision to use radio, the first major use of radio by such expensive products.

Results Summarized

THE RESULTS of the campaign last winter and spring for Cadillac and LaSalle are summarized in a letter from John F. Reeder, former advertising manager for Cadillac. He stated:

"The results of automobile advertising in any medium measured by actual sales, are so intangible that to try to give credit to one particular form of advertising is not only foolish but unfair. However, the measure of the success of the Cadillac programs should be considered in the light of the reasons we used radio. Then, we can say without question of a doubt that the series was highly successful from Cadillac's standpoint.

"Certainly we know that the new Cadillacs and La Salles have been the most talked-about cars of the year. Certainly we know that almost overnight the new prices became common knowledge everywhere. Certainly we know that hundreds of thousands of people went to the automobile shows and asked to see the new LaSalles and Cadillacs. Certainly we know that no new car has ever been as enthusiastically received by the public as has the LaSalle.

Prestige Gained

"IN REGARD to prestige: we know from thousands of letters received each week that the name of 'Cadillac' has a new meaning for millions of people. Letters from thousands of Cadillac owners have told us that they have a new appreciation for what 'Cadillac' means in the industry. We have been able to tell from the type of letters received that the program was listened to by the kind of people who could afford our products.

"In addition, we know that no advertising effort has ever done as much to stimulate our entire distributor and dealer organization. The programs were equally as valuable as sales promotion as they were as advertising."

HAROLD BOLAND, announcer who originated "The Exchange Club" at KMOX, St. Louis, died Sept. 26, leaving a widow and son.

The Biggest Success Story of 1934!

Ford, Long Wary of Radio, Now One of Largest Sponsors; For First Time Since 1931 He Outsells Rivals

TYPICAL of the genius of the automobile industry has been his experience with radio. For years Henry Ford was the prize advertising catch that neither network was able to make. Then the manufacturer capitulated. At first he spent $20,000 weekly for time alone, then $21,500, and later $57,700, this month taking on the World Series in addition. Paralleling this expenditure was the steady rise in Ford sales until they doubled the 1933 record and led the field for the first time in three years. Can anyone now doubt that radio pays?

ONE OF RADIO'S biggest success stories for 1934 will read as follows:

An advertiser inaugurates his first regular coast-to-coast series in February, spends close to $20,000 weekly for time alone during his first five months on the air, raises this expenditure to $21,500 weekly in September, and again to an average of $57,700 weekly in October. On the other side of the ledger, sales of his product more than double, and for the first time in three years outstrip all competitors—when before the radio campaign and with the same product, sales lagged behind competition. The name of the advertiser: Henry Ford.

Only ten months ago the mere fact that Ford was going on the air was a significant headline for broadcast advertising. One of the country's leading industrialists, but an in-and-out advertiser whose schedules had never been much of a boon to any single medium, had after years of resistance, finally been won to radio.

Now in Front Rank

LAST December CBS received a contract for a half-hour weekly period on a coast-to-coast network to feature Fred Waring and his Pennsylvanians under the sponsorship of the Ford Dealers of America. Before the opening broadcast of this series came another contract for a second weekly half-hour on CBS with the same program. In August a third Ford Dealers' series, "Mickey Cochrane on the Pennant Race," began on the same network. And last month brought news of two additional radio investments that will place Ford in the front rank of 1934 radio advertisers.

As a grand climax to the Mickey Cochrane series, the Ford Dealers sponsored the complete broadcasts of the World Series over all three national networks, spending $100,000 for the rights alone. And starting Oct. 7, the Sunday evening period on CBS was increased to a full hour, featuring a series of broadcasts from Orchestra Hall, Detroit, of the Ford Symphony Orchestra conducted by Victor Kolar. These symphony programs are the first regular series to be sponsored as institutional promotion by the Ford Motor Co. itself, instead of the dealer organization.

New Commercial Idea

IN THE opening program a Ford Motor Co. official stated that the commercial phase of the series would deal with general industrial problems and especially with Ford's views on them rather than serve as direct advertising for Ford and Lincoln cars. Henry Ford himself, it was stated, probably will appear on the program from time to time. Edsel Ford spoke on the first program.

Even the newspapers were impressed with this crowning evidence of Ford's capitulation to broadcasting. (Ford is one of the rare sponsors ever mentioned by name in newspaper radio pages.) New York columnists commented:

> No industrialist in America is more radio-conscious today than Henry Ford.
>
> Louis Reid, *New York American.*

> The important radio impresario this season will be that automobile manufacturer who until last year couldn't be converted to radio sponsorship at all. He made a venture with Waring's Orchestra nine months ago and evidently was pleased.
>
> Alton Cook, *New York World-Telegram.*

> I remember the time a network put up a $10,000 bonus for the salesman who could bring in a slice of the bankroll of the country's flivver king to the support of a radio program. . . . Recent weeks have proved a bit ironic, with the same gent going for programs in a big way, after success with Fred Waring.
>
> Martin J. Porter, *New York Evening Journal*

A glance back through the records show the Ford car first advertised over the radio in January, 1926, on an old WEAF network of 14 stations. An hour program, "The Old-Fashioned Barn Dance," was broadcast twice that month and twice again over 22 NBC stations during auto show month the following year. Representing an expenditure for time of less than $20,000, these four programs were Ford's only radio ventures prior to 1933.

Links 88 Stations

A YEAR AGO last July a group of Ford dealers cooperated to launch a broadcast series of their own, presenting the "Lum and Abner" script on 19 NBC stations. The Pacific coast group followed suit with the "Ford Merrymakers" on the Don Lee Network, while the parent company sponsored five broadcasts on WABC from the Ford Exposition of Progress in New York. Altogether the cost for facilities of these 1933 series amounted to less than half a million dollars. (Cost of "Lum & Abner" and "Ford Century of Progress" series: $360,000. Don Lee figures unavailable.)

After these sketchy experiments with limited schedules on limited networks under subsidiary sponsorship, Ford's final conversion to radio was signified this year by the company-authorized Ford Dealer programs on the largest network in the history of commercial broadcasting—88 CBS stations—and a schedule which has been augmented three times in nine months. The cost of facilities for the world series alone was at least $132,000 ($33,000 a broadcast for a minimum of four games, a maximum of seven). With an estimated total of $1,049,000 for the year (CBS: $977,000; NBC: $72,000), Ford will be well up in the leading half-dozen buyers of radio time in 1934.

Nor has Ford stinted himself on radio talent. The Fred Waring group, rated by popularity polls as the Number 1 band in its classification, is the highest paid orchestra on the air, said to receive $10,000 a broadcast. In addition, the Waring programs of the winter and early spring featured notable guest artists such as Marion Talley, Enzio Pinza, George Gershwin and a score of others.

Leads Auto Makers

THE NEW symphonic series is a direct outgrowth of the summer concerts of the Detroit Symphony Orchestra conducted by Kolar at the Ford Symphony Gardens at the Century of Progress Exposition. The orchestra will be supported by a mixed chorus of 24 voices, plus frequent guests appearances by world famous singers and instrumentalists.

The answer to Ford's 1934 radio expenditure may be read from the 1934 figures for the automotive industry. During the first eight months of this year several automobile companies showed notable sales gains over the same period in 1933. But while Ford's biggest competitor, Chevrolet, noted an increase of 20 per cent, Ford sales shot up 100 per cent, topped those of the industry for the first time since 1931. Of the whole industry's total 8-months' increase of 300,000 cars, Ford accounted for 180,000.

S. A. SCHERER Corp., Los Angeles automobile and loan organization, has taken 5,475 time signals over KFWB, Hollywood, for 1935.

August Revenues Above Last Year

AUGUST broadcast advertising revenue, totaling $3,928,756, was somewhat below July, but exceeded the same month of last year by 6.4 per cent, according to the monthly survey prepared for the NAB by Dr. Herman Hettinger, University of Pennsylvania economist. Trends, reported Dr. Hettinger, continued to be confusing in the main, but evidences were discernible of underlying firmness.

National spot volume, while 21.7 per cent lower than the preceding month, was 17.9 per cent ahead of last year's level. Local broadcast advertising alone was lower than last year, though approximately equal to July. Network revenues declined slightly during the month.

The broadcast advertising volume figures for the month and for the calendar year so far are reported by Dr. Hettinger as follows:

1934 *Gross Receipts*

Class of Business	*August*	*Cumulative Jan.-Aug.*
Nat. networks	$2,248,870	$26,742,446
Reg. networks	42,694	392,884
National spot business	598,122	8,976,736
Local	1,039,070	10,413,633
Total	$3,928,756	$46,525,629

By types of rendition, non-network broadcast advertising during August was as follows:

1934 *Gross Receipts*

Rendition	*Nat. Spot August*	*Local August*
Elec. transcript'n	$176,810	$ 77,405
Live talent programs	245,855	539,265
Records	1,067	27,250
Spot announcements	174,390	395,150
Total	$598,122	$1,039,070

General Motors Takes Over Cadillac Concerts

SUCCESS of the Cadillac Motor Company's concert series broadcast last year has led General Motors Corp., Detroit, through Alfred P. Sloan, Jr., its president, to announce Oct. 2 the parent company's own sponsorship of the series on 17 NBC-WJZ stations, starting Oct. 7, and handled by the Campbell-Ewald Co., Detroit. The series will be known as the "General Motors Symphony Concerts" and will be heard Sundays, 8-9 p. m., each with a guest conductor and noted concert artist. The first conductor was Leopold Stokowski and the featured artist was Richard Crooks, the tenor.

"The magnificent success of the Cadillac Concerts last season," said Mr. Sloan, "was positive proof of the wishes of the great radio audience to hear the best of symphonic music as interpreted by the foremost conductors and soloists. Insistent demands have been received from every section of this country and Canda for the opportunity of hearing again, in one connected series of broadcasts, the world's greatest musical talent. The requests to renew the series have been irresistible. We are happy to be privileged to comply."

Chevrolet Sponsors 56 Football Games

Sectional Broadcasts Chosen Instead of National Nets

IN ADDITION to its sponsorship of Isham Jones' orchestra and guest stars on 85 CBS stations, Tuesdays, 9:30-10 p. m., starting Oct. 9, Chevrolet Motor Co., Detroit, announced its sponsorship of sectional broadcasts of 56 of the most important games of the 1934 gridiron season. The schedule, placed through Campbell-Ewald Co., Detroit, started Oct. 6 and will continue through the season, with 24 stations broadcasting seven different games each Saturday over regional networks and stations.

The novel plan of blanketing a large proportion of the United States with sectional broadcasts was adopted by Chevrolet in lieu of national broadcasts of single games in order to give listeners in each area the opportunity to follow the details of the one game in which they are especially interested. The announcement declares that this is the first time that a national sponsor of sports broadcasts has provided for simultaneous reports of the most important contests in different regions.

Games Scheduled

TO SUPPLEMENT the detailed description of each sectional game, there will be broadcasts during "time outs" and between periods of telegraphic bulletins covering other leading games of particular interest in the same region.

The most popular sports announcers on the staffs of the various networks and individual stations have been engaged to give play-by-play descriptions of the 56 selected games.

Games scheduled in the various sections include all played by the University of Michigan, both at home and abroad; all games of the University of Pennsylvania, with Yale, Navy, Lafayette, Columbia and Cornell among those scheduled; eight University of Chicago or Northwestern games to be played in Chicago or Evanston; nine University of Oklahoma games; nine games in the Southeastern area, following the University of Georgia or Georgia Tech; eight Southwestern games, featuring contests at home and abroad by the leading teams of Texas; and in the Northwestern area, six games of the University of Minnesota, at home and abroad.

Big-Name Announcers

ONE OF the biggest schedules will be the exclusive rights to eight games of the Southwestern Conference, in which nine Southwest network stations will be utilized, featuring Jerry Mann, former All-Southwestern quarterback of Southern Methodist University. An expenditure of about $20,000 is understood to be involved. KOMA, Oklahoma City, has also been signed for nine University of Oklahoma games, with Neal Barrett as announcer.

In the Michigan area, Ty Tyson and Bob Longstreet will broadcast all eight games of the University of Michigan over WWJ, WJR, WXYZ and the seven Michigan Network stations. In the Eastern area, the eight University of Pennsylvania games will be announced over WIP by J. Howard Barry. In the Southeastern area, three University of Georgia and six Georgia Tech games will be announced by Bill Mundy over WSB. In the Central area, KYW, Chicago, with Jack Ryan as announcer, will carry eight Big Ten games, played by the University of Chicago and Northwestern University. In the Northwestern area, WCCO, Minneapolis, with Halsey Hall as announcer, will carry six University of Minnesota games.

It is understood that, as in the case of the Associated Oil Company's sponsorship of Pacific coast games, a highly successful feature for several seasons, the sponsor is paying the university athletic associations for the broadcasting privilege as well as buying time at card rates over the stations and regional networks.

BUTLER TOO SALTY FOR RADIO

Speech Before V. F. W. Cut Off WAVE and NBC Net For Fear of Offending Listeners

BECAUSE his language was too salty for the radio audience, Maj. Gen. Smedley D. Butler, U. S. Marine Corps, retired, addressing the Louisville convention of the Veterans of Foreign Wars Oct. 3, was ordered cut off WAVE and the NBC-WJZ network by Nate Lord, WAVE manager, although he still had nearly five minutes to go. Shortly after the incident, the convention adopted a resolution commending the station and the network for the action. The resolution read:

Be it resolved, That this convention go on record as upholding the policies of WAVE and NBC and their action which was taken this morning in deleting the last four and a half minutes of speech by General Smedley Butler.

This convention thought that General Butler's language was in no wise objectionable to the veterans but that it may have been so to a mixed radio audience. We believe the stations acted within their rights and to the interest of the public.

Gen. Butler, who once before figured in a similar incident in Philadelphia when a local station cut him off for swearing, opened his Louisville talk by declaring that "if Robinson can swear over this thing, I can too." He presumably referred to a speech by Senator Robinson, of Indiana, although no one could recall that Senator Robinson had used any language contrary to the "obscenity, indecency and profanity" provision of the communications law.

As he warmed to his subject, Gen. Butler referred to "turning food into fertilizer" and "marines making whoopee in the red-light district." In another talk he had also stated that "I can't talk soldiers' language before these deodorizers [pointing to microphones], so prepare yourselves for 17 minutes of tripe and bedtime stories."

Commended by NBC

THIS PLACED the station management on its guard against the general's spicy language, and he was cut off with 4½ minutes to go. When he saw the switch being made, he immediately launched into a nudist colony joke. Officials of the network as well as the V. F. W. convention itself strongly endorsed Manager Lord's action.

John F. Royal, NBC vice president, said that Gen. Butler was cut off because his "remarks offended against the standards of good taste maintained by the NBC and its affiliated stations in the interests of the radio audience.

"The NBC indorses the action of WAVE in exercising its editorial prerogative in protecting the listening audience against what they felt was not in good taste."

Asks Move to Dayton

REMOVAL of WLBW from Erie, Pa., to Dayton, Ohio, and transfer of its license from the Broadcasters of Pennsylvania, Inc., to the Miami Valley Broadcasting Corp., is sought in two applications filed with the FCC Oct. 1. The station recently was sold to the latter corporation, controlled by former Gov. James M. Cox, of Ohio, publisher of newspapers in Ohio and Florida.

"They designed that microphone so newspaper columnists would feel at home!"

Courtesy of *Radioland*

WGN, WOR Form High Power Chain

Mutual System Takes Place Of Quality Group Plan

CREATION of the Mutual Broadcasting System by WGN, Chicago, and WOR, Newark, as a high-power major market network which also will feed programs when possible to WLW, Cincinnati, and WXYZ, Detroit, was announced in New York Oct. 6. The incorporated organization takes the place of the Quality Group, the formation of which was announced in detail in the Oct. 1 issue of BROADCASTING.

McCosker at Helm

PROPOSING to make time available at card rates with no additional charge to the advertiser for transmission lines, Mutual is headed by Alfred J. McCosker, president of the Bamberger Broadcasting Service, Inc., operating WOR, as chairman of the board. W. E. Macfarlane, second vice president of WGN and business manager of the *Chicago Tribune*, operating that station, is president. Theodore C. Streibert, assistant to the president of WOR, is treasurer. E. M. Antrim is secretary and executive secretary.

In a formal announcement it was stated that the stations have "undertaken through a new corporation to furnish telephone lines and handle transmission requirements for programs to be broadcast by Radio Quality Group stations in Chicago, Metropolitan New York, Cincinnati and Detroit." Four commercials already have been signed by the network, three using WOR, WGN and WLW and the fourth all four stations.

Stations Stay Independent

"THE NAME of this network clearly describes our plan of operation," declared Mr. Macfarlane in describing the project. "Through this new organization we will endeavor to make suitable time arrangements for advertisers seeking to broadcast in important markets through the use of a few stations having high power and a vast listening audience. We are thinking in terms of markets and their importance.

"Plans will develop in some measure according to the demands of advertisers. Each station will remain independent and make its own decision in accepting programs. Each station will receive its card rates for the time less agency commission making no additional charge to the advertiser for transmission lines. Thus we believe, we have established a truly mutual arrangement between a group of independently owned stations. Several programs are now broadcast over this group of stations by mutual agreement."

New WOC to Join CBS

BEGINNING operations Nov. 4, WOC, Davenport, Ia., will at once become a member of the CBS network. Owned by the Palmer School of Chiropractic, whose operators also own WOC-WHO, Des Moines, and managed by Joseph Maland, WOC's power will be 100 watts. The station assumes half the call of WOC-WHO, which thereafter will be known as WHO. It is being moved from Carter Lake, Ia., where it was known as KICK.

Educators Showing Friendly Attitude

Though They Take Raps at Commercial Radio, General Tone of Chicago Assembly is Favorable to Status Quo

(From a Special Correspondent)

CHICAGO, Ill.—Commercial broadcasting—American variety—came in for verbal lashings, yet not unmingled with some kindly and even congratulatory pats, as the fourth annual assembly of the National Advisory Council on Radio in Education convened at the Drake Hotel here, Oct. 8 and 9. Upwards of 325 men and women, including scores of the country's foremost college presidents, economists, editors, scientists, clergymen and government officials, were in attendance.

The assembly, while it made no recommendations nor resolutions, assumed special significance at this time in view of the Federal Communications Commission Act of 1934 which makes it mandatory upon the new Commission to "study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular type or kinds of nonprofit program and to report to Congress by Feb. 1, 1935."

It is expected that members of the Commission will take cognizance of the opinions advanced during the course of the two-day session, and that a complete transcript of the proceedings will be forwarded to the Commission.

Noted Speakers

THE GENERAL subject of the assembly was "The Importance of Radio Broadcasting in a Changing Social Order." Under this broad topic addresses on specific subjects were delivered by Robert A. Millikan, president of the Council and famous Nobel Prize scientist, who opened the assembly by short wave rebroadcast from London; Robert M. Hutchins, president of the University of Chicago; William F. Ogburn, professor of sociology, University of Chicago; Frederick P. Keppel, president of the Carnegie Corporation of New York; Robert M. Sproul, president of the University of California; Alfred N. Goldsmith, chairman of the Council's engineering committee; Grace Abbott, professor of public welfare administration, University of Chicago; John H. Finley, associate editor of the *New York Times;* Hon. Harold L. Ickes, Secretary of the Interior; Bruce Bliven, editor of the *New Republic;* E. H. Harris, chairman of the Radio Committee, American Newspaper Publishers' Association; Walter Damrosch, famous orchestra conductor; and John Erskine, author and educator.

Discussions were led by Livingston Farrand, president of Cornell University; Lotus D. Coffman, president of the University of Minnesota; Rufus C. Dawes, president of A Century of Progress; George F. Zook, director of the American Council on Education; Lyman Bryson, Teachers' College, Columbia University; and Walter Dill Scott, president of Northwestern University.

As the sessions proceeded, observers sensed a subtle change in the attitude of the general assembly toward commercial broadcasting—a friendlier attitude. Not that any of the assemblage agreed that commercial broadcasting is entirely satisfactory as it now exists, but a realization that commercial broadcasting, under private initiative, is striving for better programs and greater service, and that, given an opportunity, it will continue to improve.

Few speakers favored government control or the allocation of certain wave lengths to particular kinds of nonprofit organizations, and the number was fewer on the second day than on the first. This was particularly apparent during the floor discussions, when the general audience was invited to contribute its opinions, and during the Panel Discussion, participated in by six educators, one editor and one radio commentator.

Dr. Lyman Bryson, chairman of the discussion, advocated the retention of the present system and the gradual increase in high-calibre programs as the public is educated to accept and enjoy them. It is a process of listener education, Dr. Bryson said, and the setting aside of certain stations for the purpose of presenting such programs will not accomplish it.

Mr. Ickes' Views

AFTER pointing out that the broadcasting business "is affected with a public interest," Secretary of the Interior Harold L. Ickes voiced the hope that radio "will never be subject to the control of any selfish interest."

In viewing it as the "greatest intellectual stimulus that the world has ever known," he added that it is the only vehicle "for disseminating accurate, impartial, and uncontaminated news that will reach all parts of the country at the same time." Therefore, he went on, "the great broadcasting companies can perform an outstanding and distinct public service by seeing to it that essential information is supplied to the people."

Mr. Ickes emphasized that the radio should be "the conduit of general as well as of political education."

Listeners to Decide

IN A PRE-ASSEMBLY statement Levering Tyson, secretary and director of the National Advisory Council on Radio in Education, said:

"Broadcasting is peculiarly sensitive to political, sectional, and class interests. It has produced a swarm of lobbyists, special pleaders and cranks, many of whom are engaged in advancing purely selfish interests. One faction would give the facilities to organized groups of listeners. One would give them to educational institutions. Another prefers government ownership on the British

(*Continued on page 57*)

Thanks Broadcasters

RUFUS C. DAWES, president of A Century of Progress, expressed "thanks" to commercial broadcasting in a radiocast statement Oct. 8. His appreciation was appropriately voiced during the fourth annual assembly of the National Advisory Council on Radio in Education, as he introduced Harold L. Ickes, Secretary of the Interior, who had come to Chicago to address the assembly. Mr. Dawes said:

"It is my agreeable obligation, as president of A Century of Progress, to make acknowledgement of the contribution of radio to the success of this exposition, and thus to remind you that its activities have not been wholly selfish and commercial. Not a dollar has been paid by A Century of Progress to the radio industry to compensate it for the broadcasts during the period of the fair last year and this year, and during the five years of preparation."

Praise of U. S. Radio

IN ACCORDANCE with the feminine prerogative, a woman had the last word in the important Panel Discussion which featured the Oct. 9 afternoon session of the assembly of the National Advisory Council on Radio in Education. For over two hours the eight members comprising the panel, national authorities in education, had focused their attention on the subject: "What Should be Done to Improve Broadcasting in the United States." Finally Chairman Lyman Bryson of Columbia University called a halt.

But hardly before the adjournment order had been given than the most silent member of the panel, a woman, was on her feet, claiming the last word. She was Mother Antonia, President of St. Catherine's College, St. Paul, Minn., representative of the National Catholic Welfare Conference. She said:

"Recently a child came to my attention who had heretofore lived in China. Her first request was for a radio. I then learned that even in that far off land she had listened to American programs, getting up at 3 in the morning to do so.

"Is not that," concluded the Mother Superior, "an indication of the superiority of American broadcasting?"

Harris, Press-Radio Leader, Favors Private Radio Control . . .

(From a Special Correspondent)

CHICAGO, Ill.—Two publication men—one the editor of a national magazine, the other the editor of a newspaper—battled pro and con on the question "government vs. private control of radio broadcasting in the United States" last week before the Assembly of the National Advisory Council on Radio in Education. The debate, a no-decision affair, was one of the features of the assembly, held Oct. 8 and 9 at the Drake Hotel.

Bruce Bliven, editor of the *New Republic,* took the stand for government control in an argument that was short and vitriolic. He was enthusiastic and entertaining, but as he concluded some grey-haired savant defined his conclusions in a loud whisper that this writer could not help but hear: "Ten per cent statement and 90 per cent misstatement."

E. H. Harris, a soft-spoken, deliberate gentleman, upheld private control in a manner that would have satisfied the most zealous commercial broadcaster. Mr. Harris, editor of the *Richmond* (Ind.) *Palladium-Item* and chairman of the radio committee of the American Newspaper Publishers' Association, which founded the Press-Radio Bureau, dwelt in length on the constant censorship and lack of initiative characteristic of European government controlled systems.

Deploring the condition of American broadcasting, Mr. Bliven said:

"We have permitted a system to grow up under which radio is almost useless today. What it does in the realm of serious music is a disgrace. What it does in the field of education is pitiful. What it does in the field of news is, broadly speaking, nothing—our friends, the newspaper publishers, having effectively stopped all this work.

"Radio as at present constituted has driven away all persistent listeners except the morons—if you don't believe this, ask your friends. The rest of the population will never come back until they are assured that turning on the idle set will not be the equivalent of letting off a stench bomb in the family living-room."

Bliven Flays Executives

TURNING his attention to the station manager and program director, Mr. Bliven stated:

"The man in charge of a radio program ought to have the background, training and character of the president of a great university. They have such men in other countries. In America, on the other hand, everyone knows that the typical program director is a cross

(*Continued on page 56*)

Newsy Household Program Pleases Feminine Listeners

"Menu Flashes" Has Variety Of Information Features

By CARL J. EASTMAN
Pacific Coast Manager
N. W. Ayer & Son, San Francisco

THE SIZE of an audience won by a radio program and the regularity with which the listening public tunes in for that feature is determined by the merits of the program.

If it is good, the listening public comes back for more. If it is faulty, that audience is soon lost and the product advertised suffers. Listerners-in like truly outstanding programs and smart advertisers sponsor them. A good feature is talked about, thereby increasing that important audience.

With this thought uppermost in mind, "Golden State Menu Flashes," which is sponsored by the Golden State Co., Ltd., San Francisco (powdered milk) was developed. In planning these "Menu Flashes," we attempted to get away from the standard purely informative type of "home economics" morning program.

Personalities Featured

WE FELT that women were interested not only in up-to-date recipes in menus but in learning how outstanding personalities prepared their own favorite dishes.

After detailed plans had been worked out, Miss Joan Andrews, one of the West's outstanding home economic experts, was called upon. With her assistance, the Golden State Company is now featuring what the *San Francisco Chronicle's* radio editor recently declared is one of the most interesting western features on the air in the morning. The audience response to this program seems to indicate that the radio editor's opinion is sound.

Miss Andrews is heard twice weekly, every Monday and Tuesday, at 10 a. m., PST, over KPO. Her program contains a rapid-fire market and news summary; a lively interview with a prominent artist, writer, or well known authority in some artistic or business line on his food hobby; a complete menu suggestion, incorporating a new recipe, and ends with a question and answer department on food and household subjects.

To our knowledge, before the appearance of the "Menu Flashes" program, there was no radio market and news service which gave the housewife the latest marketing information; told her which vegetables were in season; the most economic cuts of meat to buy and, in fact, supplied her with the same type of marketing information for her business in the kitchen that her husband receives through stock and market reports for his own business.

Sells Dairy Products

WE HAVE endeavored to make "Golden State Menu Flashes" a newsy, informative service to women, enlivening it by the addition of an interesting guest speaker for every program. This service in itself, the sponsor feels, is one of the best forms of advertising for Golden State dairy products, because by developing new menus and new recipes, the consumption of milk and milk products is naturally increased. The commercial announcement is deliberately kept short, a few seconds over a minute, out of 15 minutes of entertainment and information of importance to the average woman.

As a result, the women listening have appreciated this service. More and more they are getting into the habit of writing to Joan Andrews whenever they wish information concerning cooking or home economic problems. The very sincerity of the program plus its obvious desire to be actually of service, we believe, has made it more valuable and has given it more weight with the audience—and consequently has made it more profitable as a medium of advertising—than any attempt to load it up with dry facts and lengthy commercials.

LINKING DIRECT MAIL WITH RADIO

Seven Reasons Why Letters Aid Broadcast Campaign; Intimate Quality of Air Advertising Cited

By E. P. H. JAMES*
NBC Advertising & Sales Promotion Manager

Mr. James

HERE is a little parable.

Two people sat down to write to the same individual. One was a stranger and one was a friend.

The stranger sat in an office in New York. He was a direct mail expert and he prepared a letter and a mailing piece which were admittedly excellent. He used the knowledge gained by years of experience to arouse curiosity and interest in the story he had to tell, and he also designed a special envelope with an attention-arresting message in the top left hand corner.

The friend was in Atlantic City and just hated to write letters—so he sent a post card. There was nothing new about the copy on the post card. It read simply "Having a fine time. X marks my window. Wish you were here."

Sounds Like Treason

BOTH communications were mailed the same day and arrived at their destination the following morning, and this is what happened. The stranger's carefully planned, excellently written mailing piece went into the waste basket unopened. The friend's rather carelessly written post card was read with interest.

This sounds like treason, in a meeting of the Direct Mail Advertising Association, but I gladly run the risk of your disapproval in order to make a point which I believe is very important. Why was the post card read with interest while the direct mail advertising letter remained unopened?

I believe the answer boils down to one central fact. The post card contained news from a friend, while the letter came from a stranger.

And thus I come to the real significance of the parable.

Millions, from coast to coast look on radio as a personal friend; every day radio advertisers are winning, literally, thousands of new friends. By reason of the same psychology which proved such a potent factor in our parable, the direct mail sent out by these advertisers, coming as news from a friend, is in turn becoming daily more effective. After years of experience with broadcast advertising and merchandising, the National Broadcasting Company is in a position to prove that radio wins friends for advertisers, in scores of thousands, and that direct mail advertising tied in with radio has a far better chance of being read.

Curiosity Appeal

WE KNOW, from impartial surveys conducted throughout the United States, that the average person is more interested in radio than any other form of advertising. The results of a study just completed by the Psychological Corporation, show 60 per cent of all druggists, grocers and gas-station service men as reporting that the advertising medium their customers talk about most is radio. Although now more than 10 years old, radio broadcasting has not yet lost its great curiosity appeal to all types and classes of people. News about radio is assured of a good reception in many millions of homes. A mailing piece with a radio tie-in on the envelope will often be read in cases where the name of the advertiser or the product might fail to arouse the prospective customer's interest.

Broadcast advertisers can and do use direct mail as a supplementary medium, because it is an effective means of following through. Generally speaking direct mail is used for three purposes: (1) to build more listeners for a commercial program, (2) to amplify the selling effectiveness of radio announcements and (3) to make the bond of friendship even closer.

Broadcast advertisers use direct mail not only because it is a good advertising medium, but because radio helps to make direct mail a better advertising medium. To put it even more briefly, radio helps direct mail to help itself.

Valuable Adjunct

HERE are some of the specific reasons why direct mail is a valuable adjunct to a broadcast advertising campaign:

1. Direct mail circulation is flexible.
2. Direct mail is, as its name implies, directionable.
3. Direct mail is speedy.
4. Direct mail is adaptable to an advertising budget of any size.
5. Direct mail is versatile and may be applied at many points

(*Continued on page* 48)

* From an address before the seventeenth annual conference of the Direct Mail Advertising Association, Oct. 10.

CBS-Don Lee Net Relations Are Good

SPIKING persistent reports that a break between CBS and the Don Lee chain is imminent, F. W. Pabst, of San Francisco, general manager of the Don Lee interests in northern California, declared that relations between the two are most satisfactory and that there is every reason to expect them to continue so.

Pabst scouted the rumor that CBS had tried to buy into the Don Lee System. He declared that CBS officials are highly pleased with the services being rendered by the Don Lee interests.

Sam Pickard, CBS vice president in charge of station relations, and C. Ellsworth Wylie, KHJ manager, Los Angeles, recently concluded a tour of the 12 stations of the CBS-Don Lee network on the coast. Mr. Pickard returned to New York the first week in October, after signing a new contract with the Don Lee System.

Pabst stated that production at KFRC, San Francisco, will be doubled. He said that many new commercials had been signed by the Don Lee network in both northern and southern California and that production will be speeded up in proportion.

"KFRC in San Francisco, under our proposed schedule, will become as big a production unit as KHJ, our Los Angeles station," Pabst said. The general trend of Pabst's views was that business has been good and in the future it will be even better.

Former Fiancee Seeking Part of Don Lee Estate

A COURT battle over the disposition of the estate of the late Don Lee loomed in Los Angeles late in September when Beatrice Norton, Lee's former fiancee, filed a petition for appointment as co-executrix of the will.

Miss Norton was left 25 per cent of the estate by Don Lee in his last will (1933), but in a later codicil (1934) this was eliminated and the entire estate was bequeathed to Thomas Stewart Lee, his son. However, it is alleged that the codicil failed to revoke the appointment of Miss Norton as co-executrix.

Mr. Lee, who died Aug. 30, made no mention of his wife, Geraldine May Timmons Lee, in the will or codicil. Both were written and filed before he married Mrs. Timmons early last summer.

Sohio Sponsors Hook-up

ALL GAMES of Ohio State University during the football season are being sponsored over a special hook-up of WTAM, Cleveland; WLW, Cincinnati; and WOSU, Columbus, by the Standard Oil Co. of Ohio (Sohio gas and oils). Assigned to cover the O. S. U. schedule, which started with the Indiana game at Columbus Oct. 6, are Grant Ward, famed sports reporter; "Red" Barber, WLW sports announcer; and Tom Manning, WTAM sports announcer. Leslie G. Smith is advertising manager for Sohio, whose account is handled by the Cleveland office of McCann-Erickson, Inc.

Selling Big Frog in Local Retail Pond

By MARGARET FITZGERALD
Advertising Manager, O'Connor-Moffatt & Co., San Francisco

Some More Pointers on How to Sell Department Stores; Radio Needs Trained Men to Produce Results

THIS IS the third article that Mrs. Fitzgerald has written for BROADCASTING on the problem of selling radio to department stores. The two previous articles have been eagerly seized by station advertising executives, and additional copies have been requested. There is no reason why this one should not be equally popular. In this article Mrs. Fitzgerald does a bit of theorizing and suggests that radio raid the market for the local "Kenneth Collins" as the first step forward in selling the big local department store.

SINCE department stores seem to be "die-hards" in succumbing to the use of radio as a real publicity medium, perhaps it may not be amiss for an observer on the department store side of the fence to suggest ways-and-means for the radio sales department to accomplish something in this practically untouched field.

First, an explanation of the reason I venture to thrust my theories upon you: Three years ago, as publicity head of a large department store, I did not give radio broadcasting a serious thought as a profitable medium for the retail field with which I was connected. But two and a half years ago, I did a right-about-face and the reason may interest you. Thanks to a breakdown from overwork, I was completely out of the business world for six months. I became a housewife and for six months traded my place in the office for a place at home, not as a "shut in" (except for the first six weeks) but living the normal life of an average woman not in business. Daily I tuned in the radio and I found out that radio began to exercise a tremendous influence on my purchases!

Learned First Hand

TRUE, I listened to (and tuned out) a lot of guff, but there was a lot of good entertainment that I didn't want to miss. I took it all in and found that radio advertising, when intelligently handled, sold me 100 per cent! And any medium that can foster a friendly feeling between the lowly consumer on the listening end and a huge corporation of a sponsor has the power to accomplish miracles.

So, I speak as one of the few members of the advertising profession who found out how the *other half* re-acts to the sales-promotion that big business hands out. As Mrs. John Public, I took many of my purchasing cues from radio advertising, the while wondering why department stores should neglect to the point of ignoring this friend-making medium.

Well, after six months I returned to my old job, and while we have augmented our newspaper lineage with a highly successful series of broadcasts, still I find that the average department store advertising set-up is not equipped to handle radio advertising. Radio has not yet been dignified as a medium of prime importance to the store and is despised along with those other step-children of the ad office, lodge publication ads, basement copy and window "readers."

Radio Nobody's Child

THE TRUTH is *radio is nobody's child in the store set-up.* Nobody appreciates it. Nobody knows what it can do. Nobody cares. I don't believe that any other business is so single-track in its publicity valuations. Billboards, car cards, ballyhoo, direct mail, news stories and radio (especially radio) are relegated to the "secondary medium" classification, while the store puts practically all its brains and all its thunder behind the bread-and-butter newspaper lineage that has done an admirable job these many years. It is not now my contention that such newspaper lineage be reduced. Rather, I believe that it can profitably be augmented with that personalized selling force that is radio. And I believe that the increased sales will more than justify the additional expenditure. Both newspaper and radio are kindred media; both are part and parcel of American home life; both are "habits" and both are difficult to escape. (Indeed, judging from the number of automobile radios sold the past few months, one gathers that there is scant desire to escape from the theater of the air!)

MRS. FITZGERALD

Without disparaging the talent and production and selling set-ups that have so thoroughly sold our national advertisers on radio, I am going to make this suggestion: Radio needs to recruit converts from the department store advertising ranks as a short-cut to selling radio to our department stores!

When the local Kenneth Collins (whoever he or she may be) goes over to radio, then radio will have taken its first step toward snaring a husky piece of the department store advertising pie chart! This local K. C. may be a man or a woman, but he or she will have already been established as a sales-producer for department stores. Hence, one "unknown" quantity (i. e. the brains behind the store's contemplated radio venture) will immediately become a known quantity, recognized as the best. If in his or her judgment radio can be successfully harnessed for department store publicity purposes, the job is well-begun and half done.

Time Is Needed

DON'T misunderstand me. I do not for a moment suggest that any advertising man worth his salt can be persuaded by salary considerations to sell a thing in which he does not believe. You can't be "sold" on radio. You need to have the time and the inclination to garner the facts first-hand. Then you'll sell yourself. And I maintain that most department store ad-managers are too busy, too overloaded with work, to give radio the preliminary attention it needs to be appreciated. Once he becomes thoroughly familiar with the subtle selling that is going on hour-after-hour in millions of homes, he will begin working out ways and means of utilizing a fascinating medium. He will gather round him copywriters who would rather write "talkie" copy than just "reading" copy, he will borrow a leaf from the press-agent's book, he will be quick to tie-up personalities with sales-propaganda (both via the air and the personal appearance route), and it will all mean added business.

Since I emphasized at the beginning of this article that I am outlining a pet theory, may I theorize on plans for carrying it out? First, and most important: The department store director of radio-relations must head a separate department—a unit that will cooperate with, but not be secondary to, the advertising department under its present set-up. Each unit should head up to the president or general manager on an equal basis—the advertising manager and the radio-relations director along with the merchandising manager.

Now if the ruling head of the store has sufficient interest in radio, he might take the initiative in establishing such an executive staff. However, so little interest has been shown in radio among the larger stores that it is most unlikely that this initial step will be taken out of a clear sky. It is more likely than an agency, with this said K. C. on its staff, could sell the store a "Radio-Relations service" with a seasoned department store sales-promotion man as account executive.

The whole point is that department stores will be more likely to listen to an ex-department store convert to radio than to anybody else, feeling that their peculiar problems will be understood by the man who has been "one of them."

Station Store Tie-Up

STILL, a third plan: why shouldn't a local station tie-up with one of the larger department stores on a basis similar to the newspaper-radio tie-up? This would preclude the possibility of any one station tieing up with more than one large store, but even one such customer is better than none! Publicity for station artists could be incorporated into the store's regular advertising space (to the store's advantage, too) and upon the store's guaranty to use so much time and talent per year. Even under this arrangement, I believe the direction of the store's radio activities should be under a former department store advertising executive, accountable to the station and not under the jurisdiction of the store's own advertising department. His salary and that of his staff should be pro-rated as "talent" between the store and the station.

All of these suggestions are based on the premise of a real expenditure for radio, with an attempt at radio coverage comparable to that obtained by consistent day-after-day use of large space in the newspapers.

Summing it up, to sell the country's larger retail stores: Radio needs men trained to produce sales and good will for department stores. Where is radio to get such men? Raid the department store advertising staff, sell them the idea and let them not only sell radio to the store for you but let them make it produce!

Note when raiding—raid from the top. Remember, the best is none too good and you'll need a top-notcher to start the ball rolling!

Drugs Distributor's Experiments Prove Radio Is Effective

Listener Suggestions Asked; KOMO Picked in Test

By BEN A. ROOKS

General Manager, Western Division Robert P. Gust Co., Inc., Seattle

FOR OVER 15 years Robert P. Gust, Inc., manufacturers' agents for the drug trade, has been providing service for manufacturers whose products are distributed through drug stores and department stores. Prior to 1929 we had used many advertising mediums to reach consumers of the products we were merchandising.

After making some investigations of the results obtained by several advertisers who had presented radio programs, we decided in January, 1929, to try radio as a medium to assist us in marketing two products. Our first program was presented in southern California. As there were only a few programs at that time of especial interest to housewives or home makers, we did a great deal of experimenting during the first six months and used the facilities of several stations in Los Angeles.

Leads to Expansion

THE RESULTS obtained from our initial efforts were quite gratifying. We asked for and received suggestions from radio listeners and succeeded in developing a program that proved of interest to those of the radio audience that we were attempting to reach. After being satisfied that the program presented by Julia Hayes not only proved interesting to radio listeners but produced results, we decided to expand to other cities.

Early in 1930, when ready to present the Julia Hayes program in Seattle, we thoroughly investigated the facilities offered by the various radio stations there. The investigations took into account the territory covered, the general character of programs being presented by the stations, the type of audience, and the cost of reaching that portion of the listeners we desired to influence.

After completing these investigations, we decided that KOMO provided the facilities desired but the cost of the station time seemed out of proportion to the results we believed could be accomplished in Seattle. However, we inaugurated the Julia Hayes series over KOMO Feb. 1, 1930. But, at the same time we presented our program over another station in Seattle in order to have a comparison of the results obtained from two different radio audiences.

The combination of our program, "Julia Hayes, What's New?" plus the facilities provided by KOMO must have produced the results that every advertiser desires, for our program was started February, 1930, over KOMO and it is being presented over the same station today. We are convinced that we are reaching and influencing the people for whom our messages are prepared. The thousands of letters received by Julia Hayes testify to the fact that her informal talks are of interest to home makers and appreciated by a large audience.

Robert H. White Named Detroit Manager of NBC

Mr. White

ROBERT H. WHITE, who has been active in the planning and directing of radio programs for automobile accounts since 1928, on Oct. 1 was named Detroit district manager of NBC, with offices in the Fisher Bldg. He succeeded Don U. Bathrick, who resigned to become assistant general sales manager of Pontiac. Mr. White formerly was advertising manager of Pontiac Motors, sales promotion and advertising manager of General Motors Radio Co., assistant advertising manager of Chevrolet Motor Co., and advertising manager for Delco-Light farm lighting system of the Delco Appliances Corp.

New Candy Account

BUNTE BROTHERS, Chicago (Tango bars) is placing announcement schedules of 80 announcements to run over a period of 20 weeks, evening time on a list of stations including WNOX, KSO, WTMJ, WGAR, KSD, WCKY, WJR, WHAS, WSM, WGR, KPRC, KVOO, WBNS, KOIL, WFAA, WOAI, WMAQ, WFBM, KFH, WOWO, WMBD and WMC. The account is handled by Fred A. Robbins, Inc., Chicago.

WINDOW CONTESTS
Druggists, Grocers Given Prizes For Radio Displays

A CONTEST among the grocers and druggists of Syracuse, N. Y., is furthering good will for WFBL and establishing a personal contact between the distributors of WFBL-advertised products and the station.

The first contest was for the best window display among the druggists the week of Oct. 8. Prizes were $25, $15 and $10, and the displays included not less than four of the radio-advertised products and an institutional one-sheet card on WFBL. All the druggists were invited to the station to select from an assortment of manufacturers' display material. The station then helped the druggist obtain the material from the manufacturers.

During the week of the contest a special half-hour program was broadcast pointing out the service rendered by the retail druggist. Over 50 druggists entered the contest. A similar contest will be held among the grocers of the city.

POWER-SEAL Co., Los Angeles, western states distributors for Power-Seal, a metallic compound for cylinder trouble, has undertaken its first Pacific coast radio campaign by taking three 15-minute daytime spots on KTM, Los Angeles. Account is handled direct.

Index to Radio Audience Buying Power Given in A.A.A. Report on Farmer Aid

AN ADDED guide to agencies and their advertisers in spotting the placement of their radio accounts is furnished by the Agricultural Adjustment Administration in an official tabulation just released of its cash rental and benefit payments to farmers during the 1934-35 year. They will receive more than $500,000,000 in the 12 months beginning last July 1, which is considerably more than double the amount received during the preceding year, according to A.A.A. estimates. Up to June 30, last, they had already received more than $228,000.

With this sum added to agricultural purchasing power, the importance of farm radio audience, always a large and faithful group of purchasers of radio-advertised goods, cannot be overlooked. The A.A.A. reports that of the estimated expenditures, and with higher prices for farm commodities, the farm buying power of the nation as a whole will be greater than last year.

A state-by-state tabulation showing the probable distribution of rental and benefit payments to farmers from July 1, 1934, to June 30, 1935, is compiled herewith:

State	Estimated Farm Payments	State	Estimated Farm Payments
Alabama	$7,861,654	Nevada	$93,230
Arizona	944,329	New Hampshire	61,617
Arkansas	9,664,601	New Jersey	273,741
California	4,735,322	New Mexico	2,024,322
Colorado	5,542,888	New York	703,717
Connecticut	663,557	North Carolina	12,887,041
Delaware	189,262	North Dakota	22,914,229
Florida	613,285	Ohio	21,394,943
Georgia	7,478,724	Oklahoma	22,808,427
Idaho	6,085,598	Oregon	4,863,787
Illinois	41,564,377	Pennsylvania	1,562,288
Indiana	27,148,061	Rhode Island	5,000
Iowa	71,327,592	South Carolina	5,275,040
Kansas	49,157,354	South Dakota	20,863,371
Kentucky	13,025,587	Tennessee	10,177,095
Louisiana	4,668,974	Texas	39,048,232
Maine	5,000	Utah	1,111,456
Maryland	1,742,398	Vermont	107,167
Massachusetts	628,215	Virginia	4,023,228
Michigan	5,253,215	Washington	8,845,642
Minnesota	16,502,349	West Virginia	588,540
Mississippi	9,794,463	Wisconsin	9,593,102
Missouri	29,558,584	Wyoming	868,597
Montana	8,690,539		
Nebraska	37,355,632	Total	$550,295,372

Optimism Prevails On Western Coast

More Net Programs Start Now In Hollywood Studios

A FEELING of optimism over prospects for the coming season in radio business prevails on the West coast. Not in a number of years has the outlook been as bright as at present. Independent stations and networks all predict a big year.

NBC and Don Lee's KFRC, CBS outlet in San Francisco, announce many new advertisers are investigating broadcasting. Station managers in the San Francisco area state the present difficulty is not finding new clients so much as finding enough hours at the time desired by clients. Variety shows, commentators on current events and dramas are desired most.

The trend is toward Hollywood, with no less than 20 network programs set to be released from the coast this fall by NBC and CBS.

Don E. Gilman, vice president in charge of the NBC western division, stated that there is at the present time a trend to Western programs for transcontinental sponsors. Many national sponsors, influenced by the success of Western programs such as "One Man's Family," are looking to the West coast, Mr. Gilman stated.

Programs Improve

"THESE programs are not only built around famous stage and screen stars but also include dramas and variety shows whose popularity show a growing recognition of western talent," he said. "Radio listeners may expect to hear programs better proportioned in talent distribution than formerly.

"Many Western programs like 'One Man's Family' and the 'Carefree Carnival,' have been developed to the point where program expense is too high for purely sectional sponsors. At the present time more than a dozen programs go from the West coast over NBC's transcontinental network weekly as against the one or two which were sent East from here two or three years ago."

Agency Extending Serial

ROBERT HIXON, of Hixon & O'Donnell Advertising Agency, Los Angeles, handling the Rio Grande Oil account, was in San Francisco the end of September to complete arrangements for the extension of the serial "Calling All Cars," to northern California stations of the Don Lee network. H. E. Britsman, advertising manager of the Rio Grand Oil Co., Los Angeles, which sponsors the serial, was with him. William N. Robson, author and producer of the police radio dramas, accompanied the two executives to San Francisco to select a cast of local players for the production at KFRC, which started Oct. 2. The series will be produced on alternate weeks at KFRC, San Francisco, and KHJ, Los Angeles.

OPERATING on 760 kc., with power unannounced, XEBC went on the air Sept. 9 at Agua Caliente, Mexico, just south of San Diego, Calif.

Station Analysis for the Advertiser

Some Factors to be Considered in Commercial Evaluations; Largest Coverages Not of Greatest Importance

By C. H. FRAZIER
Commercial Manager, WROL
Knoxville

NATURALLY, every advertiser is interested in getting the most out of his radio dollar, just as every station should be interested in seeing that it gives every advertiser the maximum return for the money spent with it. The same thing can be said of advertising agencies. All of them should, and the better ones do, make every possible effort to see that their clients get a real return on their radio advertising money.

No doubt many radio men will join in saying that, unless agencies have radio departments that are equally as efficient as their other longer established departments, they should think things over and stick to what they are equipped and qualified to do. The fact that an agency has an historical name, handles a half dozen advertising accounts that run into a good many figures and has membership in three or four advertising associations doesn't qualify it to hang out a sign with "radio department" on it, just to keep in good standing with its clients, who expect their agency to place radio accounts as intelligently as newspaper or billboard.

How it Would Work

NOW JUST to give you an idea of what we are talking about, suppose you were connected with the commercial department of Station WXX, and that you heard the So-and-So Beer Company was about to release a radio campaign in your city. Then you found that the account was handled by the Blank and Blank Agency in Chicago. Then suppose that after exchanging a few letters with Mr. Jones, the account executive, you decided to hurry things up a bit by long distance telephone, and when you did get in touch with Mr. Jones, he informed you that they had just decided to place the account with the competing station because it operates on umpteen hundred watts and is affiliated with the such and such network. In that case you would probably swear that advertising agencies know about as much about radio as you do about Egyptian archeology, muttering between every other breath that for the equivalent of two ordinary pins you'd write your congressman about it.

Then suppose the next day you contact an agency whose account executive shows you a few things about radio you didn't even suspect. He probably makes you feel like an impostor in the advertising business, and that you ought to go back to the farm where you belong. That about evens things up, and you come to the stark realization that some agency radio departments have plenty on the ball, and that others are in the business just to keep up with the Joneses.

Certainly it would be folly to say that watts and network affiliations do not figure in evaluating the advertising possibilities of a radio station. As a matter of fact, they are two of the principal factors, but there are plenty of others to be considered, and every person connected with the truly commercial part of broadcasting should be familiar with them.

Undoubtedly, one of the best ways to know that a station delivers results for its advertisers is to know that it delivered the goods for you in the Magnolia Meat campaign last fall. Another is to know that a certain station has a certain number of reputable accounts on the air, of which a certain percentage has been on for the past two, three, or even four years, compared with the same information from competing stations. Then, too, you can't overlook the fact that the various statistical surveys made by organizations of recognition within the industry are of value. However, surveys aren't everything. The listener interest surveys are at best ephemeral, and the field measurements do not tell anything about the popularity of the station.

If we are going into an analysis of any given station, let us start with the market which the station is supposed to serve. The first thing to consider is the population. Obviously, a station with a million people in its service range would be worth more to an advertiser than if the same station had only a half million people in this range. However, this population doesn't mean anything unless the people have radio receivers, so it's worth something to know just what the percentage of saturation is. A logical assumption is that an area with a half million people, of which 80 per cent live in radio equipped homes, affords as many potential listeners as an area containing a million people and a 40 per cent saturation in radio ownership.

Then we come to the per capita income and wealth of the listeners. Ordinarily, the higher the per capita income or wealth of the section served, the more it is worth to an advertiser. This does not hold true, however, in certain cases where the low income classes are the principal consumers of certain products. The living habits of the listeners also govern the station's value to a definite advertiser.

After we have completely analysed the necessary characteristics of the market, or area served by the station, we should consider the technical or absolute factors, on which the other points of analysis depend. Perhaps the most important factor is the signal strength within the area served (and here we can thank the organizations that provide certified field strength measurements). Above a certain signal strength, say 1.0 mvm in cities and 0.5 mvm in rural districts, it being higher in cities to override man made interference in congested centers, greater signal strength is not worth a whole lot, except as an advantage over competing stations and during extremely adverse atmospheric conditions. Even the importance of this has dropped with the almost universal acceptance of the automatic volume controlled receivers. Below a certain

(*Continued on page 40*)

An Outline of Station Evaluation

I. MARKET

- Population in service range of station.
- Percentage of saturation in radio ownership of population.
- Per capita income or wealth of listeners.
- Living and listening habits in area served.

II. TECHNICAL FACTORS

- Coverage—signal strength and percentage of modulation.
- Place in broadcast spectrum (dial position).
- Overall frequency response or tone quality.
- Consistency of uninterrupted transmission (dependability).
- Frequency separation from competing stations.

III. PRODUCTION EFFICIENCY

- Calibre of average program.
- Balance of programs on schedule.
- Ability of announcing staff.
- Time on air—operating schedule.
- Facilities for special production work.

IV. PRESTIGE OF STATION IN COMMUNITY

V. INTELLIGENCE OF MANAGEMENT

- Censorship of advertising, discretion, etc.

VI. COMPETITION

- Score of competing stations on above analysis.

VII. STATION RATES

True Index to Station Value for Advertising . . .

By EDGAR H. FELIX

Mr. Felix

UNTIL it is established that listeners confine their service to that offered by a single broadcasting station, the proponents of field intensity coverage surveys will always have the better of the argument with those who contend that cumulative program listening habits are superior indexes to coverage. If audiences were delivered according to the average of all the program values on a single station, there would be little purpose in the advertiser's effort to produce superlative programs. He does so to attract every possible listener in the service area of the station.

That fact alone is a proof that listener disposition varies with program values. The most important item of coverage information is the number of potential listeners which the advertiser may draw upon through a particular broadcast transmitter; the most important information as to program pulling power is the percentage of listeners attracted from that potential audience.

The average program pulling power, as determined by cumulative listener studies, or that of particularly effective programs, affords an objective for other advertisers to attain. But the audience at any particular moment is ephemeral; even the average varies as station or network program standards vary. Coverage is a specific figure, a foundation, on the basis of which these changes may be compared.

Encouraging Sign

IT IS gratifying to observe the increasing recognition accorded to the field intensity method of coverage determination since it was first proposed to advertisers in *Using Radio in Sales Promotion* in 1927. The recent endorsement of the AFA-NAB parley, suggesting acceptance of the FRC engineering standards, is a practical marker of the progress which has been made.

But a word of warning against too hasty acceptance of these or any other standards based on field intensity measurements. To be useful, the standards adopted must give a fair, understandable, and comparable index to station coverage. Are 10, 2, and 0.5 millivolts per meter satisfactory limits for primary urban, primary suburban, and secondary standards?

With a view to answering this question, I have made an extensive survey of the service to listeners in approximately 100 trading centers within 200 miles of New York City. At each of these points, I made what I term "complete spectrum observations," consisting of measurement of every audible daylight signal heard between 1,500 and 540 kilocycles. The survey required 3,800 miles of travel and is based on nearly 4,000 measurements.

The area extending from Washington, D. C., north to Syracuse, N. Y., and eastward to Boston, thus including the most populous and best served section of the country. If these standards are acceptable, they would certainly be so in this area. Every network is represented by numerous stations; this small area has nearly one-fourth the broadcasting service of the United States.

Here are some of the significant results of the survey: For cities

(*Continued on page 44*)

WHK
~CLEVELAND~

WHK GETS INDIAN GAMES FOR 1935

Pays Record Price for Radio Rights Here; Graney to Broadcast

By Robert S. Stephan
Radio Editor.

One of the biggest radio deals of the season here was closed yesterday when Station WHK signed with the Cleveland Baseball Co. for the right to broadcast exclusively the week-day home games of the Cleveland Indians in 1935.

Alva Bradley and H. K. Carpenter, WHK general manager, reached an agreement yesterday which, I understand, put the price for baseball broadcasting rights at the highest mark yet paid by any individual radio station.

Carpenter yesterday said the new 1935 contract also gives WHK the right of first refusal for broadcasting the home games in 1936 and 1937 provided the baseball club decides to broadcast during those seasons. The contract, I understand, also gives WHK permission to broadcast pre-season and training camp activities next year.

There is also under way a plan whereby WHK may sublet its game descriptions next year to some of the stations in the so-called "Ohio Chain."

Jack Graney, former star Cleveland leftfielder who broke into the broadcasting picture when the game descriptions were first shifted from WTAM to WHK some time back, will again be at the microphone next year. WHK already has him under contract.

Graney's actual playing experience in big league competition and his wide acquaintance among the players in the American League afford him a fine background for his announcing duties.

CLEVELAND PLAIN DEALER
SEPT 30-'34

Another First!

Variety has rated WHK FIRST in point of showmanship in the Cleveland area. Now, WHK secures another FIRST. After earnest, careful consideration Alva Bradley, President, Cleveland Baseball Club, awarded the play-by-play broadcasting of all 1935 home games exclusively to WHK as being best fitted in coverage and service for this all-important summer feature. WHK's intensive local coverage will help make your product a leader in the Cleveland market. Write for details

BURT SQUIRE
Sales Manager

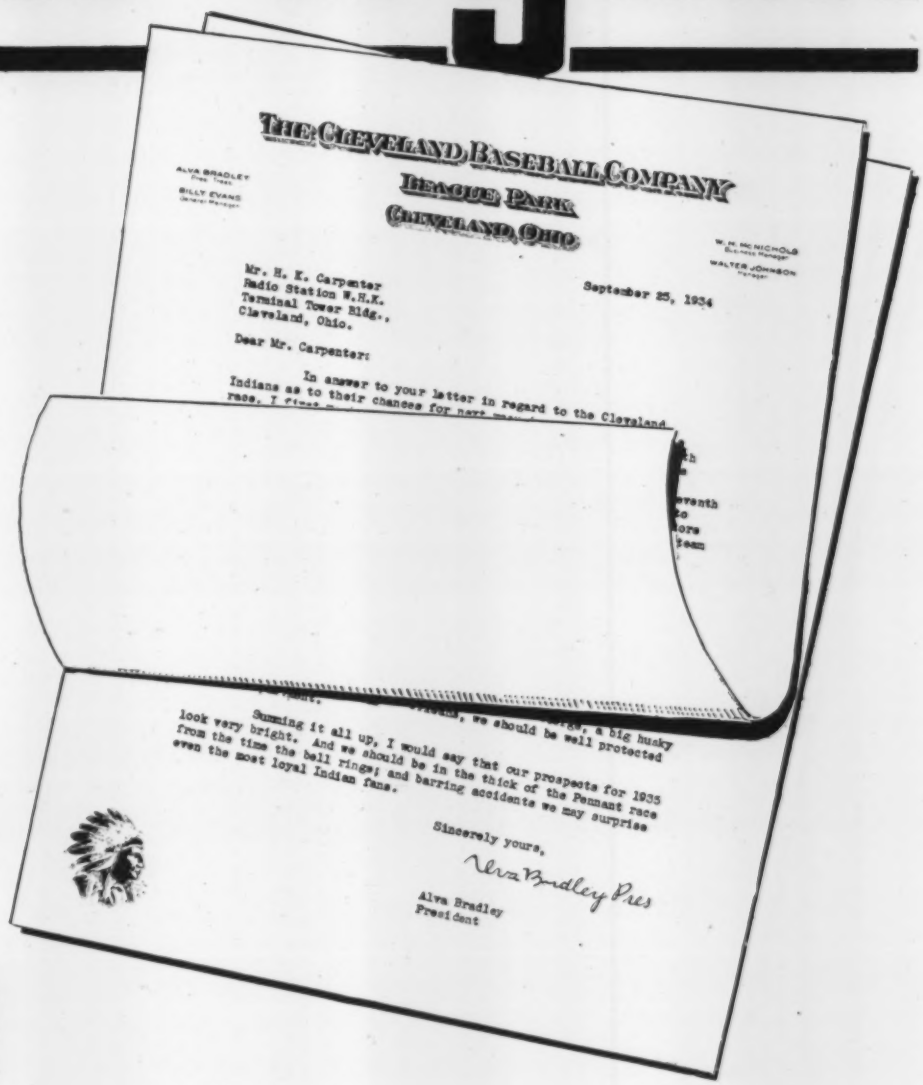
WHK
CLEVELAND

CLEVELAND'S PIONEER BROADCASTING STATION

NATIONAL REPRESENTATIVE
FREE & PETERS, INC.
180 N. MICHIGAN AVENUE, CHICAGO
Chrysler Building, New York, Detroit, San Francisco

Scores Again

(below) Alva Bradley, President, Cleveland Baseball Club, and H. K. Carpenter, General Manager, WHK, complete arrangements giving WHK exclusive rights to broadcast the home games of the Cleveland Indians in 1935 ❖ ❖



THE CLEVELAND BASEBALL COMPANY
LEAGUE PARK
CLEVELAND, OHIO

ALVA BRADLEY
BILLY EVANS

W. H. McNICHOLS
WALTER JOHNSON

Mr. H. K. Carpenter
Radio Station W.H.K.
Terminal Tower Bldg.,
Cleveland, Ohio.

September 25, 1934

Dear Mr. Carpenter:

In answer to your letter in regard to the Cleveland Indians as to their chances for next ... race, I think ... we should be well protected ... a big husky ... Summing it all up, I would say that our prospects for 1935 look very bright. And we should be in the thick of the Pennant race from the time the bell rings; and barring accidents we may surprise even the most loyal Indian fans.

Sincerely yours,

Alva Bradley Pres

Alva Bradley
President

WHK
CLEVELAND

H. K. CARPENTER
General Manager

NATIONAL REPRESENTATIVES
REE SLEININGER INC.
AN AVEN CHICAGO, ILLINOIS
New York, General Motors Bldg., Detroit, Mich.

CLEVELAND'S PIONEER BROADCASTING STATION

ABC Under Way With Basic Outlets Covering Major Centers

New Network, Keyed From WMCA, Starts Oct. 14 On Full Schedule; Provides for Local Sponsors

Mr. Storer

BEGINNING daily operation with 18 basic stations and three alternates, American Broadcasting System was inaugurated Oct. 14 as a network entity, with outlets extending from New York along the eastern seaboard and west to St. Louis.

Characterized as the "third major network," the chain began continuous operation for 16 hours daily, from 9 a. m. to 1 a. m., EST, and represented fulfillment of the carefully laid plans of George B. Storer, youthful industrialist and broadcaster, who founded the network on a limited basis about four months ago. During that time experimental operation of ABS as a regional network along the Atlantic coast was conducted.

Aligned in the network, according to an announcement from ABS headquarters, are WMCA, New York, key station; WOL, Washington; WCBM, Baltimore; WDEL, Wilmington; WIP, Philadelphia; WTNJ, Trenton; WPRO, Providence; WHDH, Boston, with affiliations with WAAB, of the Yankee Network, in the same city; WEBR, Buffalo; WWVA and KQV, Wheeling and Pittsburgh, respectively (alternates); WJBK, Detroit; WFBE, Cincinnati; WJJD, Chicago and WIND, Gary, Ind., (alternates); WHBF, Rock Island-Davenport, and WIL, St. Louis.

Arranging Other Outlets

IT WAS announced also that negotiations were in progress for alignment of WJAY as the Cleveland outlet, and that WKBW may be the outlet for certain programs in the Buffalo area in addition to WEBR. In the Pittsburgh area, WWVA, which, it is stated, serves Pittsburgh with good signal strength, is alternating with KQV. Also in the network will be the new station of the *Waterbury Republican-American*, now under construction, and bearing the experimental call W1XBS. This station is assigned to 1530 kc., one of the three new "high-fidelity" channels.

The network began operation with no regular commercials, although a number of accounts were declared to be in final stages of negotiation. Sustaining programs, keyed from WMCA, under the tentative plan, will be available for local sponsorship at adequate station breaks.

The dedication ceremonies occupied the entire evening hours of Oct. 14. Numerous national figures saluted ABS from Washington, including executive personnel of the FCC, and stars of the radio, stage and screen were heard from New York.

The new system, it was announced, will concentrate in sports broadcasting and special events, in addition to sending "the best in the music of the classics and the moderns, the finest and most popular dance orchestras, expertly enacted drama, news, comedy and excellent informative broadcasts." Special features of a spectacular nature, it was declared, will predominate the program structure.

Won't Duplicate Others

THE PLANS also, it was stated, are not to duplicate the programs of the other networks. "The crowded schedules of the other systems, and their development of talent," the formal announcement stated, "make it impossible for them to present all the numerous features which are consistently clamoring for expression."

In addition to Mr. Storer, officials of the network include Fred Weber, vice president in charge of operations and station relations; Burt McMurtrie, program director; Karl Knipe, director of sales; Paul Greene, production manager, and J. Fred Coll, publicity director.

Rates Schedule Undetermined

AT THE TIME of going to press, exact rates for advertisers on the network had not been determined. Information supplied to BROADCASTING indicated, however, that the evening rate for one hour will be approximately $2,600, and that the rates for half and quarter-hours will be in the same ratio to the hourly rate as they are on NBC and CBS.

The broadcasting day will be divided into two main periods, with a "twilight" zone between 6:30 and 7 p. m., EST, when an intermediate rate will be charged.

Day rates will apply from 11 p. m. to 6:30 p. m., followed by the intermediate rate, and the full night rate from 7 to 11 p. m. The day rate will be half the night rate.

NBC Glorifies Industry In New Housing Series

A NEW series of programs, tying-in with the National Housing Act and glorifying basic industries, had its premiere over the NBC-WJZ network, Oct. 11 at 8 p. m., EST. The "salutes" to the various industries will each be a half hour in length and are entitled "Dramatization of Basic Industries." The first broadcast dealt with the steel industry. In several weeks the lumber industry will be publicized. While presentations will not be made weekly, the same time and network will carry future programs.

In addition to the "Dramatization of Basic Industries" series, the NBC is also running a weekly program, "The Ailing House," conducted by Roger B. Whitman, author of the *New York Sun's* daily column, "First Aid for the Ailing House." Mr. Whitman is heard at 4:30 p. m., EST, over the NBC-WJZ network, Sundays.

Lloyd Thomas to WROK

Mr. Thomas

LLOYD C. THOMAS, manager of local sales of NBC, and former general commercial manager of the Westinghouse stations, has resigned his post to assume the management of WROK, Rockford, Ill., of which he has become proprietor, effective Oct. 1. A former newspaperman in the West, Mr. Thomas first became identified with radio in 1923 with the old KFKX, Hastings, Neb. In 1927 he took over the commercial management of KDKA, WBZ, WBZA and KYW, which post he held for five years. With the formation of the NBC local service bureau about two years ago, he was called to New York to take over its management.

CBS Advertisers Using More Stations in Hookup

RADIO advertisers this fall are not only buying more broadcasting time on the CBS network, but they are also buying more stations per broadcast, reports CBS. The average station hook-up of commercial programs during October, 1934, will be at least 20 per cent higher than last year. The greatest increase is found in the hook-ups of daytime programs, whose average will be 33 per cent larger than in October, 1933. The average number of stations contracted for by evening sponsors is 12 per cent higher this year. These percentages, figured from Columbia contracts as of Sept. 15, are increasing daily as clients order additional stations for networks already contracted for.

Southwest Appoints

LEE ARMER, president and general manager of the Southwest Network, has announced the appointment of Grieg, Blair & Spight, national station representatives, as the exclusive representative of the network. The contract was signed in New York Oct. 4, effective Oct. 15. Humboldt Grieg, president of the representative group, stated that special men will be assigned in New York and Chicago to create business for the Southwest group, which embraces 10 stations. Mr. Armer announced that a new rate card is being issued and that KTRH, Houston, has been added to the basic network.

Program Ads Deferred

POSTPONEMENT until Oct. 21 of the inauguration of the sponsored program "Spotlight," advertising feature in metropolitan newspapers in 30 major cities for network program sponsors was announced Oct. 2 by Franklin Baker, jr., president of Radio Announcements, Inc. Originally scheduled to begin Sept. 30, under the syndicated title, "Network Headliners," publication of the feature was deferred, according to the announcement, in deference to the demand of advertisers and agencies that they be given the additional time. Details of the project were published in the Sept. 15 issue.

Code Head Studies New Rate Evasions

NEW ATTEMPTS to evade the rate and trade practice provisions of the broadcasting industry code by national advertisers are being investigated by the Code Authority for the broadcasting industry and probably will be the basis of further general inquiries to stations to ascertain the extent of these efforts, according to an announcement Oct. 8 by James W. Baldwin, executive officer of the Code Authority.

Two specific accounts now being investigated are General Mills, Inc., and United Remedies. The milling company proposes the placement of a series of 26 transcriptions at "run of schedule" rates, which would be appreciably below card rates, on the theory that such programs would be "plus revenue" features and therefore not standard time sales. Mr. Baldwin declared this appeared to be in outright violation of the code and that he contemplated his survey much along the lines of the Crazy Crystals contract study instituted last month.

The United Remedies proposal, apparently concentrated in the South, involves such products as Germania Tea, Acidine, Kolor-Bak and Peruna, which have been widely advertised in spots. Radio Publicity, Inc., of Chicago, has written to many stations, proposing that a series of 15-minute transcriptions featuring noted radio artists and containing about three minutes of commercial announcements be used. United Remedies would turn in an advertising order for the three minutes at standard card rates, "against which they will issue a contra invoice of the same amount for the use of their talent transcriptions as a sustaining for your station." In this connection, Mr. Baldwin declared this was an outright proposition for free time for commercials in violation of code rate and trade practice provisions.

Code Meeting Called

A MEETING of the Code Authority for the broadcasting industry has been called for Oct. 25 in Washington by John Shepard, 3rd, Yankee Network, its chairman. To be considered at the session, in addition to routine matters, will be the resolutions for alterations in the code and code procedure submitted at the general meeting of the Code Authority in Cincinnati Sept. 20. These embrace proposals ranging from the creation of local or regional code enforcement committees to adoption of definite standards governing station merchandising services. The Code Authority will consider these resolutions and decide in each instance whether they should be submitted to NRA with recommendations that they be approved.

COBINA WRIGHT, former operatic star and director of many notable society events in New York, has been engaged by the CBS Artists Bureau to provide talent and ideas for private engagements. She will also broadcast.

INAUGURATION

On October 14, 1934, "This is the American Broadcasting System" was heard in sixteen major markets from St. Louis to the Atlantic Seaboard. ☆ A third network, long and carefully planned, became a reality. ☆ A third network dedicated to serve the American public with entertainment that will satisfy the ear without offending the intellect and above all to keep faith with those to whom good taste is essential. Listen to "American" programs over:

WMCA	New York	**WWVA**	Pittsburgh—Wheeling
WHDH	Boston	**WEBR**	Buffalo
WIP	Philadelphia	**WJBK**	Detroit
WPRO	Providence	**WFBE**	Cincinnati
WCBM	Baltimore	**WJJD—WIND**	Chicago
WOL	Washington	**WHBF**	Rock Island—Davenport
KQV	Pittsburgh	**WIL**	St. Louis

• • •

WWAT	Waterbury	**WTNJ**	Trenton
WDEL	Wilmington		

Each of these stations has profitably and successfully served its community for many years. Each has a loyal and substantial following. ☆ We invite your consideration and investigation of radio's youngest broadcasting network.

★

THE AMERICAN BROADCASTING SYSTEM

1697 Broadway . New York City

WHBF

"QUAD CITY OUTLET" OF

American Broadcasting System

Serves the Major Market in and Surrounding

Davenport
Rock Island, Moline and East Moline

*186,803

people live within the primary and secondary coverage of WHBF. They are grouped into more than 46,000 families . . . 81 percent of whom own their own homes . . . 35,000 are gas and electric consumers . . . 47,000 automobiles are registered and more than 65 percent of these homes ARE RADIO EQUIPPED.

• • • •

The merchandising and publicity of programs is handled thru the *Rock Island Argus*, an 84-year-old newspaper with which WHBF is affiliated. This service is complete in every detail and has proved highly popular with advertisers.

• • • •

The broadcasting equipment used by WHBF in the transmission of programs is of the latest type—RCA High Fidelity.

• • • •

National Representatives . . .

GREIG, BLAIR & SPIGHT, INC.
New York, Chicago, Detroit

The Quad City Station

WHBF

Rock Island, Illinois

Affiliate the *Rock Island Argus*

Department Store Has Novel Series

SIGNIFICANT of the trend in department store advertising is the decision of the May Company, one of Ohio's largest retail establishments, to embark upon a long term series of diversified broadcasts, thrice weekly, over WGAR, Cleveland. For the last three years the store has used announcements and single programs, but has decided upon its intensive new radio campaign only after several general surveys of media results.

As a result of these studies, the May Company has contracted for three programs weekly, Mondays, Wednesdays and Fridays, 7:15 to 7:30 p. m., with three different program features particularly adapted to the various departments to be advertised. In contrast to the policies of many other stores, however, the programs will not ballyhoo prices as a specialty. Instead, the advertising will aim more to acquaint the public with the services and general values of the store and will be distinctly institutional in character.

On the Monday program, the home furnishings department will be promoted by dramatic features depicting the romance of furniture. Each week's program will take up one specific phase of home decorations with a human drama telling the significance of various home furnishings.

The Wednesday evening period will merchandise women's ready-to-wear products, and will feature Walberg Brown's French Room Ensemble, with Elizabeth French as style reporter. Miss French will tell of the style trends within the Cleveland social circle.

Concluding the week's schedule, on Fridays will be Sam Willaman, newly appointed head football coach of Western Reserve University, Cleveland, and former head coach at Ohio State University, who will forecast results of major gridiron contests. The men's department of the store will be merchandised in this feature.

Croft on NE Network

CROFT BREWING CO., Boston (Croft ale) has contracted for three 15-minute broadcasts weekly over the New England Network, on Tuesdays, Thursdays and Saturdays, 7-7:15 p. m., featuring Neal O'Hara, sports writer and humorist in sports talks. The series will run during the football season with two mid-week broadcasts analyzing the possibilities and a Saturday resume of that day's games. McCann-Erickson, Inc., New York, handles the account.

KSO Power Boost

A 100 PER CENT increase in both day and night power under special experimental authority was granted KSO, Des Moines, by the FCC in a decision announced Oct. 2. In so doing, the FCC reconsidered an application which it previously had designed for hearing, whereby the station sought an increase from 250 watts night and 500 watts until local sunset, to 500 watts night and 1,000 watts local sunset. The grant is until Nov. 1.

Standard Oil Co. Music Course in Seventh Year On NBC Pacific Network

APPROXIMATELY 250,000 school children throughout the West resumed their study of music via radio when the "Standard School Broadcast" returned to the air Oct. 11 for Thursday broadcasts, 11-11:45 a. m., PST, over an NBC-KPO network of six stations.

Under Standard Oil Company sponsorship this pioneer radio feature is beginning its seventh year. Arthur S. Garbett, educational director of NBC western division, and the Arion Trio will continue with the program. Mr. Garbett writes the continuity and the Arion Trio, assisted by other musicians, furnishes the musical illustrations.

Last year more than 1,700 schools in California, Oregon and Washington took the "Standard School Broadcasts." This year the demand for teachers' manuals and text books for the course indicates that the student audience will be greater than ever before.

Two compositions, selected from the Standard Symphony Hour broadcast the same evening, constitute the study numbers for each program, which is prepared in two parts, for elementary and advance groups. The course offers a comprehensive history of music. Although intended primarily for students, the general public has always shown a wide interest in the programs.

U. S. Office of Education Presenting NBC Feature

THE UNITED STATES Office of Education is presenting "Education in the News" at 6 p. m. every Wednesday over an NBC-WJZ network. A feature of the program is the "Inquiring Citizen," impersonated by H. R. Baukhage, Washington newspaperman. Leaders whose names appear in the headlines are interviewed by Mr. Baukhage.

The Office of Education will shortly present news about public works funds for schools, CCC education, the new character education plan inaugurated in the Washington schools, and new developments in Indian education. "Education in the News" can be heard over the following stations:

WJZ, WMAL, WSYR, KWK, KWCR, WREN, WCKY, WENR, WIBA, KFPP, WDAY, KFYR, WRVA, WPTF, WWNC, WSOC, WTF, WJAX, WIOD, WFLA, WAVE, WSM, WMC, WFB, WAPI, KVOO, WFAA, KPRC, WOAI, KTBS, KOA.

Style Show on CBS

TO CARRY its big "Tobe Fashion Show" held in the Ritz Carlton Hotel, New York, to the radio audience, Tobe, Inc., leading New York stylists, on Oct. 10 engaged a special one-time CBS hookup of 10 stations from 4-4:30 p. m. Account was handled by Franklin Advertising Corp., New York.

ABS

SITTING PRETTY IN PITTSBURGH

WITH ★ KQV

One of World's Pioneer Stations
(on air since 1919)

COMPLETE COVERAGE
OF MORE THAN 2,000,000 POPULATION
IN PITTSBURGH TRADING AREA

KQV carries more local advertising than Pittsburgh's 3 other stations all put together. That's KQV's standing with advertisers who know what's what in Pittsburgh!

500 WATTS DAY AND NIGHT

CHAMBER OF COMMERCE BUILDING PITTSBURGH, PA.

And Now!

WIL

SALUTES!

THE

AMERICAN BROADCASTING SYSTEM

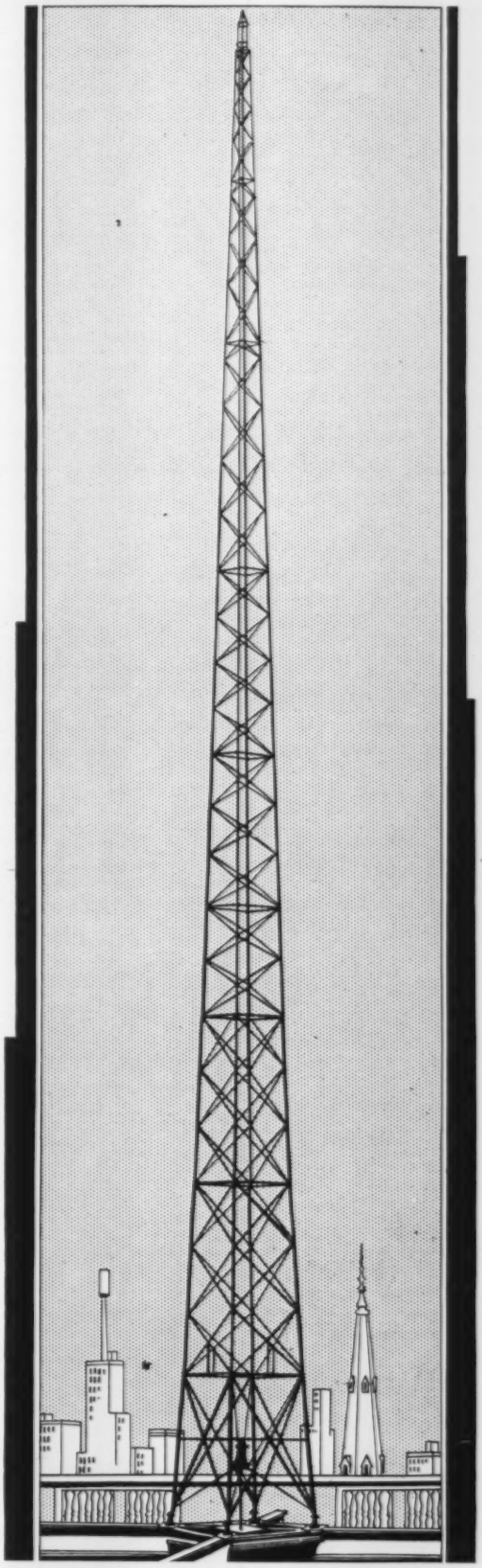
AS IT BECOMES AN IMPORTANT LINK IN THIS NEW AND ENTERPRISING THIRD MAJOR NETWORK

Serving the public faithfully over a period of *twelve years,* WIL has written into the air the following outstanding achievements in this great metropolitan area.

FIRST...commercial station on the air in St. Louis
FIRST...to broadcast baseball play-by-play
FIRST...to broadcast boxing blow-by-blow
FIRST...to broadcast police news
FIRST...to broadcast election returns
FIRST...to have its own news-gathering organization
FIRST...to provide consistent, nightly assistance to those in distress or need
FIRST...to have its own Washington news correspondent
FIRST...to broadcast music by remote control

In fact, "first" has come to be such a customary habit with WIL that listeners of this area have learned to look upon this station for leadership.

WIL - St. Louis, Missouri



YOU CANNOT ADEQUATELY COVER ST. LOUIS WITHOUT USING WIL

FCC's New Setup Triples FRC Staff

Plans Two New Sections; Duties Are Outlined

A VIRTUAL three-fold increase in personnel, as compared with the former Federal Radio Commission, has been charted for the new FCC, the tentative organization for which calls for approximately 585 persons, according to an announcement Oct. 3. The FCC has practically completed the appointment of executive personnel since its organization July 11, the only executive post remaining open being that of a third assistant general counsel.

Legal Aides Named

AT A MEETING on Oct. 1 the Commission named George B. Porter, former acting general counsel of the Radio Commission, as an assistant general counsel with salary of $7,500. Also named to an assistant general counselship was Frank Roberson, former town judge of Pelham, N. Y., and former attorney general of Mississippi. Arnold C. Hansen, senior examiner of the ICC, was named chief accountant and head of the accounting section of the FCC.

How the personnel of the FCC will be allocated was defined as follows:

The secretary of the full Commission, Herbert L. Pettey, under the new plan, has under his jurisdiction the following sections and personnel: License, 36; dockets, 4; minutes, 3; public reference, correspondence, and records, 25; accounting, 7; duplicating and supplies, 9; press, 3; subclerical section, 5; a total of 92.

The Engineering Department, of which Dr. C. B. Jolliffe is chief engineer, will probably be the largest division of the Commission, providing for 174 employes, of whom 110 will be in the field force, checking broadcast stations to see that they keep on their assigned frequency, thus providing good radio reception for listeners.

This department is composed of five sections—Telegraph, Broadcast, Telephone, International, and Field. The Telegraph Section, of which E. K. Jett is chief, is to be composed of 23 persons; the Broadcast Section, Andrew D. Ring, chief, 18; Telephone, W. G. H. Finch, chief, 17; International Section, Gerald C. Gross, chief, 4; and the Field Section, W. D. Terrell, chief, 112.

Accounting Section

THE SECOND largest unit will probably be the Accounting, Statistics, and Tariff Section. This section will be charged with the task of analyzing and summarizing the numerous reports filed, and to be filed with the Commission in response to its orders to radio stations, telegraph, and telephone companies.

Arnold C. Hansen has just been named chief accountant of this section. He has been senior examiner of the Interstate Commerce Commission in the bureau of formal cases for a number of years, and assisted Dr. W. M. W. Splawn in the House investigation of communications holding companies.

The third largest section will likely be the Valuation Department, but this unit will not be formed for some time under present plans.

The organization of the Law Department, of which Paul D. P. Spearman is general counsel, has not been completed, nor the examiners' unit. Recently the Commission named Frank Roberson, of Pelham, N. Y., and George B. Porter, of Des Moines, Iowa, assistants to the general counsel.

Homespun Philosopher on ASCAP

Dear Edditer:

You'll be surprised to be gettin another letter from me, and you wouldn't only my Uncle Jason come out to the house again last night and got to talkin about things happenin all around, and finally he ups and says

"Well, son, I see the Govment has got interested in music."

"Is that so," says I, "you mean to say that our old Uncle Samuel is takin music lessons?"

"No, no," says Unc. "He aint interested in the tunes, he's only interested in the fellers what makes them, and especially this Mr. Ascap."

"Who is Mr. Ascap now, is he in trouble for not payin his income tax like Mr. Capone, who has retired and took up his home in California like so many retired fellers?"

"No, no, no," says Unc. "This Mr. Ascap is different from Mr. Capone on account of he aint in trouble with his income tax."

"If it aint his income tax what is it then? The Govment dont bother them fellers unless they fudge on their income tax, do they?"

"Well now, you see its this way," says Unc. "Several years ago this here Mr. Ascap come along and took a interest in the poor downtrodden boys who was writin songs on account of everybody was singin and playin the songs around the hotels and beer gardens and the feller what wrote the song wasnt gettin paid for it."

"So Mr. Ascap come along and fixed it so the song writin boys get paid, is that it?"

"That's it," says Unc.

"What's wrong with that?" I asks him.

"Nothin a'tall," replies Unc. "That part was O. K. but when Mr. Ascap got that he wanted more and more all the time until now he's fixed just about like that camel what stuck its nose in the tent."

"How come?" I wanted to know.

"Oh, he just got most of the fellers writin the popular songs and most of the fellers publish in the popular songs to workin for him and nobody else, and then the fun started."

"What happened?"

"This happened," says Unc. "If a radio station wanted to play just one little piece made up by one of Mr. Ascap's writers they couldnt do it unless they took out a license from Mr. Ascap coverin all the pieces wrote by all the boys workin for Mr. Ascap."

"Gee, that musta cost plenty," says I.

"Plenty is right," snorts Unc. "they have to pay a certain fixed fee, plus several per cent of what they take in from all their programs."

"You mean they have to pay a percentage on programs even if they dont have no music in them?"

"Correct," replies Uncle Jason.

"What a set up," I wails "What a set up, and here is me workin for a livin. Golly Unc this Mr. Ascap now must be a pretty smart fellow."

"Oh he's smart enough, I guess, only he must be kinda worried on account of I understand he's took to memorizin a new piece wrote by one of his boys."

"That's interestin," I says "What's the name of it?"

"I've Had My Moments." says Uncle Jason.

Yrstrly,

Tomdale

New FCC Attorney

ARTHUR C. PERRY, of Austin, Tex., was appointed Oct. 8 an attorney in the FCC Law Department. For the past several years he has been connected with the legislative branch of the government as secretary to U. S. Senator Tom Connally and clerk of the Public Buildings and Grounds Committee of the Senate. He received his academic and legal training at Texas University and George Washington University.

Uses Recording Studios

NBC Hollywood studios have strung a line to the sound studios of Recordings, Inc., Los Angeles transcription firm, as a supplementary studio. Present NBC quarters, though recently enlarged and redecorated, have proved to be insufficient at times when important rehearsals or dual programs are on the air. The Recordings studio was the point of origin for three of the Maybelline programs in September, and the line has been left in for future use.

Plough, Inc., to Expand To Meet Sales Increase

PLOUGH, INC., Memphis (St. Joseph Aspirin and Penetro), current radio sponsor of Guy Lombardo over the NBC-WEAF network, has been so successful so far this year that $500,000 will be spent during the winter on immediate manufacturing expansions in Memphis and New York. Announcement of the projected erection of a $350,000 plant at a new location in Memphis, and expenditure of $150,000 on expansion of plant facilities in New York has been made by Abe Plough, president, after reporting to stockholders a 43 per cent increase in sales on all products during the first half of 1934 as compared with the similar period last year.

Continuance of the already highly successful "Lombardoland" network program and drastic increases in newspaper schedules on all of Plough's advertised products are planned for the fall and winter by the Plough agency, Lake-Spiro-Cohn, Inc., Memphis.

Stations Form Bureaus To Enter Into Contracts With Sustaining Artists

A GENERAL tightening up of the procedure relating to artists' services is taking place in New York. Both WOR and WINS have established bureaus to engage sustaining talent and to handle outside bookings.

In the past these stations have had a considerable amount of free talent on sustaining programs. Now that a uniform procedure has been laid down, the stations will receive, through their bureaus, commissions on all talent engaged by commercial sponsors and on outside bookings arranged for artists under their management. The latter features will be some protection against (or compensation for) the experience that WOR has had recently, when its artists, not being under contract, have been engaged for network programs without any benefit to their regular station. This is considered to be inevitable in cases where the artist has been built up by the station.

All artists on regular sustaining schedules on both these stations must in future be under contract, though contracts will not be given every individual who goes on the air from their studios.

J. L. Streibert is managing the WOR bureau, while WINS has an arrangement with the Broadway booking office of Edward Riley, with Earl LaVere representing him at the station's offices.

Associated Oil Co. Opens Biggest Football Series

USING the slogan "Go to the games," Associated Oil Co., San Francisco, on Sept. 22 launched the greatest schedule of football games ever to be broadcast on the Pacific coast. Sponsoring gridiron broadcasts for the ninth consecutive year, Associated is spending $125,000 this year with a total of 320 station-game broadcasts scheduled.

Of the $125,000 budget, $75,000 goes to the Pacific Coast Conference members and to major independent schools for exclusive broadcast rights. The additional $50,000 represents outlays for station and network facilities. The broadcasts will be merchandised through newspapers and other advertising media, including giveaways at the company's filling stations.

Popular Brillo Premium

WHEN Brillo returned to the CBS network Oct. 7, presenting Tito Guizar, it offered a new premium to listeners instead of the rubber dish which last year epitomized the utility angle of the program. This season it is offering a booklet entitled "The Game of Life," explaining how to tell fortunes with a deck of cards. The new premium is being taken up readily, the sponsors meeting a favorable response to their theory that the housewives will enjoy hours of entertainment with the booklet. Frank Presbrey Co., New York, handles the Brillo account.

The Front Pager: Novel Press Tie-in

Prompt Presentation of Persons and Events in the News Gives Both Station and Paper Good Publicity

WIP, Philadelphia, offers an interesting scheme which might solve the radio-press relations problems in many cities, providing both sides are open to reason. WIP, as a matter of fact, presents "The Front Pager" with no newspaper tieup, but suggests that the idea may well be adopted for the mutual benefit of newspaper and station. Facilities and energy that can be converted into quick action are needed, if the scheme is to be successful, as the keynote is a presentation of news while it is news but in such a manner that it will whet the listeners' interest for details on the printed page.

THE AVERAGE "tieup" in the theatrical or radio world usually becomes an arrangement whereby the originator of the idea, or the party with the greater initiative and powers of persuasion, ultimately receives the lion's share of the benefits that appeared so evenly distributed on paper. Press agents are constantly sending a barrage of none-too-subtle contests of every type to newspapers with one idea in mind—to make the reader conscious of the companies they represent.

Possibly because of those facts and certainly because of the attitude of many publications toward l'enfant terrible, radio, many attempts to establish a working arrangement between a paper and radio station have died before being given a fair chance. Therefore, a program idea that would successfully break that barrier would be welcomed in many cities.

Speedy Action Needed

"THE FRONT PAGER" should be one medium which could break that resistance, for it would give the paper more than an even break with no expenditure other than the cooperation of the city desk and possibly the services of a reporter and photographer for a brief period the day of each broadcast.

The plan of the program is to present the main characters of the leading human interest front page story of the day. In most instances, the details must be arranged literally on the dash to the studio or to the spot where station engineers and telephone line men are cooperating to make ready a temporary remote control. The expense involved in the latter practice, the number of potential programs, and the advisibility of working with or without newspaper cooperation are factors that must be considered.

Prodigy Broadcasts

THE EARLY edition of the Philadelphia papers recently carried a story of a two and one-half-year-old boy prodigy who had astounded the University of Pennsylvania psychologists. He had passed the Binet test with a rating of 146.6, the rating of a normal five-year-old child. His parents were contacted at 3 p. m. The writer was in his home at 4 p. m. At 6 p. m. he was spelling, reciting, adding and singing over WIP and the American Broadcasting System in such an entertaining manner that he received more fan mail than any personality of the day. A newsreel photographer made shots of the boy in the station studio which placed the call letters WIP on the screens of Philadelphia.

Other programs included a eulogy of William S. Vare on the night of the death of the famous politician; an address by the president of the United Farmers Protective Association, who had just led 3,000 farmers in protest against the attempt of the state to sell valuable farms for delinquent taxes as low as $3; a series of broadcasts from the U. S. fleet, including Mayor Moore's official greeting from his office, church services from the flagship Chicago, talks by prominent dignitaries from Independence Hall and a vivid description of the vessel and its working from five different points on the flagship; discussion of the coal bootlegging question from the sides of the recognized dealer and the bootlegger; the pilots of the first air-mail glider train, which was forced down in Philadelphia while attempting to fly from New York to Washington, and Dr. John A. Kolmer, discoverer of a preventive against infantile paralysis.

Noted Personalities

FAMOUS personalities, heard during the last two months, while visiting Philadelphia, included Jack Dempsey, Phil Harris and Leah Ray, Alex Morrison, Cecil B. DeMille, Captain Eddie Rickenbacker and Lynwood "Schoolboy" Rowe, the star pitcher of the Detroit Tigers, who broadcast several hours before his unsuccessful attempt to break the all-time record for consecutive pitching victories in the American League. All these characters were colorful enough to be front page copy and certainly had the appealing drama necessary for a human interest program.

The plan can be used with or without newspaper cooperation. Assuming the tieup is made with a morning paper, the person featured is presented during the evening. The paper receives possibly a new angle for a second day follow-up story, and the station receives credit in that story and has its call letters on any pictures used. The first ten minutes would be used for the interview or dramatization, if that method is more suitable, and the remaining five minutes would be devoted to reading the highlights of the following day's paper and general institutional copy.

Large City Is Best

THE PROGRAM is ideal for a newspaper-controlled station, but an independent outlet would be foolish to do the work and give the time unless certain of a good return in publicity. WIP has been using the program for the past three months and as yet has made no association with any Philadelphia paper. Many of its programs, however, have been given notice by the press. The program without the paper places all responsibility on the station.

Naturally, the large city with many potential stories is the ideal place for production. On the other hand the small city can dramatize the stories. In dramatized form, however, the program loses the personal touch and becomes another copy of "March of Time" or "Five Star Final" without the finish that time and money give to the network programs.

Press Station Broadcast Of World Series Rapped

THE ACTION of Judge K. M. Landis, baseball czar, in permitting newspaper-owned or affiliated stations to broadcast the World Series baseball games from Associated Press reports without Ford sponsorship, while disallowing the request of independent stations for the same privilege at their own expense via Western Union, was protested Oct. 4 by E. K. Cargill, director of WMAZ, Macon, Ga. Ford Motor Co., through N. W. Ayer & Son, had acquired exclusive broadcast rights for the World Series for $100,000, using combined national networks.

Mr. Cargill's telegram to Judge Landis read:

> Will you explain why newspaper-owned or affiliated radio stations are permitted to broadcast world series from Associated Press information without Ford sponsorship and independent stations cannot at their own expense render this service through Western Union reports?

WWPA is the call assigned by the FCC to the new broadcasting station at Clarion, Pa., operated by the Clarion Broadcasting Co., Inc., controlled by Vivian N. Hockman and J. Z. Keatley, both of Clarion. The station has been assigned daytime on 850 kc., with 250 watts.

WHEC and Gulf Oil Co. Present Dual Dedication Of Studios, Gas Station

IN A UNIQUE promotional tieup arranged by WHEC, Rochester, and the local Gulf Refining Co., a dual dedication of the station's new studios and organ and of the oil company's new service station in Rochester, was staged Oct. 10 with a one-hour commercial broadcast sponsored by Gulf.

The new air-conditioned studios and Wurlitzer organ, representing an outlay of $50,000 were dedicated with a special performance at the RKO Place Theatre, seating 3,000. Ann Leaf, CBS organist, was the soloist in the program, which also included a "talent quest," in which Rochester entertainers desiring to break into radio competed for places in the regular Gulf program over WHEC. Numerous Rochester notables participated in the dedicatory program, which was said to be the biggest local show ever produced.

On the evening preceding the formal dedication, a pre-view dedication of the studios and organ was held, with approximately 100 of the city's most prominent citizens participating. This event was not broadcast.

Arrangements for the dedication were handled by Clarence Wheeler, managing director of WHEC; G. O. Wiig, general manager, and M. C. Watters, commercial director, in behalf of the station, operated by the Gannett newspapers, and by Jack Latham, of the New York office of Young & Rubicam, Inc., agency handling the Gulf account.

Gilmore Co. Starts Series On 28 Western Stations

GILMORE OIL CO., Los Angeles (Red Lion gas), the middle of September started a radio campaign over 28 stations in California, Oregon and Washington with the Los Angeles office of Botsford, Constantine and Gardner handling the campaign. Initial period is for 13 weeks with 5-minute transcriptions spotted two or three times a week.

"Great Moments in Sports" captions the series of dramatizations of noted sport events. Ernie Smith, sports announcer, does the announcing. Technical work was done at Hollywood sound studios of Freeman Lang. Three and four-inch newspaper ads were spotted on the sports pages of various Pacific coast newspapers when the series was launched.

Studies Our Sponsorship

CAPT. LEONARD F. PLUGGE, president of International Broadcasting Co., Ltd., of England, arrived in New York City in September to study broadcasting in this country. Although sponsored radio programs are forbidden on the government-controlled British Broadcasting Corp. network and stations, Capt. Plugge's organization produces sponsored programs on French and Spanish stations partially designed for reception in England. He also broadcasts sponsored programs via short waves from EAQ, Madrid.

XUM

Popularity of Auto Sets Seen Growing

Tourist Aids Provide Logs; Youths Reduce Speed

FIGURES on the rapid increase in the sale of automobile radios, indicating that there were approximately 1,500,000 radio-equipped cars on the road by September, and that there will be 2,000,000 by the end of the year, have already appeared in BROADCASTING.

From General Motors' Customer Research Staff comes another note on the subject, taken from the answers to more than 2,000,000 questionnaires mailed to car owners in all sections of the country. It states:

Slows Young Drivers

"THE MOST outstanding point of difference between the young people and the adult group is that an overwhelming majority of the boys and girls want radios in their cars and it was pointed out over and over again that radio equipment makes for slower, safer driving. As one college chap expressed it, 'Even the fastest kind of fox trot doesn't blend nicely with a speed of over 50 miles an hour—and with waltz-time I find myself slowing down to 40 or less.'"

The tourist industry, furthermore, has recognized the increasing popularity of this new aid to motoring pleasures by establishing a new service for the automobile radio listener. In *Gallup's Highway Atlas of the United States and Canada* (containing individual road maps for every state) automobile radio owners are told how they may tune-in and identify every important broadcasting station in the country.

Chart Furnished

FACING the first map in the atlas is an ingenious chart on which one can instantly locate any station by city, call letters, or its reading on the dial. With this chart, the automobile audience can have no difficulty in finding its favorite station while cruising near home, or identifying new stations when traveling in distant parts.

The significance to broadcasters of this extension of radio listening from indoors to outdoors is an important increase in the daytime audience—already numbering more than 10,000,000 radio homes in the U. S. which are actually tuned-in during daytime hours every day of the week, according to field investigations conducted for CBS during the period January-May, 1934.

"Cocktail Hour"

TO FILL a need for a high-class afternoon program, WTMJ, Milwaukee, is broadcasting daily a full hour show, "The Cocktail Hour." Twenty artists are featured each week, together with a variety of dramatic skits and black-outs. Music is by a 16-piece orchestra, conducted by Wm. J. Benning. The most unique feature of the program is the guest appearance of chefs and mixers from Milwaukee's bright spots, who broadcast the recipes for their favorite cocktails and appetizers.

GOOD COMMERCIAL COPY AND BAD

Blurb Supervision By Broadcasters Held Advisable

As Protection to Clients, Listeners

By A. W. KANEY
Commercial Continuity Editor
NBC, Chicago

Mr. Kaney

CENSORSHIP is a word that I dislike. I don't like to consider myself a censor, nor do I consider myself a "watchdog of radio." I only aid in deciding those hairline differences that separate good copy from bad.

There is only a very fine line of difference between copy that is acceptable and copy that is not. My view on this may be influenced by the fact that utterly bad copy either is not written or is culled out before it reaches my desk.

To guide myself in making these decisions I have set up rules, very much like those a city editor or copy reader uses in making his copy conform to style and acceptabiltiy of his paper.

Swearing is Taboo

ONE of these is to watch the use of proper names. Each time I run across the use of a proper name, person, corporation or organization, in commercial copy I check it to make sure that it is used with permission. Legal action may result from the unwarranted use of names.

Swearing, of course, is taboo on the air and use of the name of the divinity is permitted only with proper reverence.

Testimonials must be checked to see that they have been released by the people making them. The client might find a nice law suit on his hands if this were not done.

Jokes in poor taste must be eliminated. The air must not be used to poke fun at nationalities, cities or countries. Someone always takes it seriously.

Contests must conform to the rules acceptable to the post office department. The copy must make clear, if cartons or wrappers are to be included with the entry, that reasonable facsimiles are acceptable, that judges' decisions are final and that in case of ties duplicate prizes are to be awarded. Contests must be of skill, and not of chance. In case there is any doubt of the acceptability the Solicitor of the Post Office Department in Washington, D. C., must be consulted to determine whether he finds the contest in good form.

Check on Give-aways

ALL OFFERS must be checked to see that they are exactly what they are purported to be. If a gift is offered free it must be *free* and not in exchange for box tops.

Competitive copy — provocative copy—must be carefully scanned. Copy should be positive. An advertiser can boost his product to the limit, provided he is willing to back up his claims. He should not directly or by inference undermine a competitive product. Derogatory statements about anything—cities, places, methods, or products—directly or indirectly, should not be used.

Prices must not be exaggerated. Statements of prices and values must be confined to specific facts. Misleading price claims or comparisons must not be used.

The name of no writer or producer can be used on the air, no matter how worth while the production, unless the person is a nationally known figure. It would clutter the air with minutiae of no particular interest to the listener.

With many programs and scores of competitors, it has developed that supervision of copy is advisable. Sometimes it takes a Solomon to make decisions after reading the claims and counter-claims of products.

Generally speaking the older, more established companies are less probable to make extravagant claims for their products. The company operating on a shoe string may at times go the limit to get business.

It is the over-anxious tendency to get the most for one's money that leads to error. Therefore I am a censor—even though I don't like the term.

Morton Salt Co. Starts Campaign in Southwest

MORTON SALT Co., Chicago (smoke salt) has purchased a half hour local talent program on the Texas Quality Group, composing WFAA, Dallas, KPRC, Houston, and WOAI, San Antonio, Saturday nights, beginning Oct. 27, for 13 weeks. In addition the advertiser will use twice daily announcements for 12 weeks on WFAA. Other stations included on the Morton smoke salt schedule for quarter hour programs to start the latter part of October are KSL, WHO-WOC, WSM, WLW, KVOO, WHAM, WBT, and WSB. Stations to be included on the announcement schedule include KGA, WIBW, KFEQ, KFNF, WGY, WKY, KDKA. Wade Advertising Agency, Chicago, handles the account.

Model Home Is Stage

KEYED from "America's Little House," the model dwelling on Fifth Ave., at 39th St., New York, which CBS financed for the New York committee of the Better Homes in America movement, a new show titled "Moore Triangle Club," will go on the air Oct. 24 under the sponsorship of Benjamin Moore & Co., New York (paints and varnishes). It will be carried on 24 CBS stations Wednesdays, 11:30-11:45 a. m. The program, handled direct, will include Betty Moore's talks on house decoration and Lew White at the Paramount organ. The house's radio studio facilities have been made available for regular programs relating to home building and modernizing.

DODGE BROTHERS Motor Corp., Pacific coast dealers, will inaugurate a 15-minute program twice weekly over the 12 Don Lee-CBS stations, starting Oct. 16. The Los Angeles office of Ruthrauff & Ryan, Inc., handles the account.

Department Store Builds Stage for WOW Shows; Dairy Gaining Good Will

TWO PROMOTIONAL programs, sponsored by a local department store and a dairy, are meeting with success in the Omaha market through use of WOW and under the direction of John K. Chapel, WOW announcer-producer.

Encouraged by the success of the May-Stern Furniture Co., Pittsburgh, in using radio, Chapel persuaded C. W. Ackerman, department store manager of the Hayden Brothers establishment, Omaha, to build an auditorium on the fourth floor of the Hayden Bldg. with a stage, 1,000 seats and a band pit.

On the opening night, Oct. 5, between 10,000 and 15,000 persons visited the store and the auditorium. Four shows were staged with Chapel as master of ceremonies. Loudspeakers were scattered throughout the store so that all could hear the program.

The experiment led the Hayden Brothers store to sign a nine month contract with five half hour broadcasts weekly from 12:30 to 1 p. m., plus special broadcasts.

The Roberts Dairy Co., of Omaha, has started its second year in radio with an organ program from the Scottish Rite Cathedral. "Organ Reveries" is interspersed with homely philosophy and a talk by Dr. Victor E. Levine, who recently returned from an expedition to the Arctic region. He is a professor at Creighton University.

Carrying little commercialism, the program is proving a splendid good will builder for the dairy.

Income Levels Studied For CBS Sales Division

AN ANALYSIS of the people in different income levels—as distinct from the relative ownership of radios, which has already been measured—has been made by Dr. Daniel Starch, Cambridge, Mass., for the CBS Sales Promotion Department, and will soon be available.

The questions that the investigators set out to answer dealt with such different classes as those who earn $30 a week and those who earn $300. "Can an advertiser reach the ears of the latter—and their incomes—as surely as he reaches their less income-taxed cousins? Can a specific program penetrate those upper levels—in actual audience—as deeply as it does the lower? More deeply? And what about the income levels in between? Can it hold the three-room 'Smiths' while it wins the ten-room 'Smythes'?"

The data assembled by Dr. Starch relate to specific programs, rather than to general station or network acceptance.

FRENCH LICK SPRINGS Hotel Co., French Lick Springs, Ind. (Pluto water), which on Sept. 4 started a spot campaign, using WBS transcriptions and running until Dec. 14, thru H. W. Kastor & Sons, Chicago, has placed announcements on the following stations: KNX, WJSV, WOC-WHO, WSMB, WBAL, WEEI, WJR, KSTP, KMBC, KMOX, WOW, WKBW, WSYR, WOR, WBT, WHK, WCAU, WCAE, WFAA, KFRC, WOAI and WSB.

Here Are Some of the New Programs That Are Winning Thousands of New Friends For WOR. Listen in and You'll See Why!

VIGINETTES—New melodies and old favorites—featuring Vaughn DeLeath, "The Virginians" quartette and orchestra under direction of George Shackley. *Sunday*—10:30 *to* 11 *P. M.*

ESTELLE LIEBLING'S OPERATIC MINIATURES—The world's best music is presented in this program sung by famous artists of the Metropolitan Opera who have been coached by Miss Liebling, as well as by her new "finds". A 22-piece orchestra accompanies them. *Sunday*—10:30 *to* 11 *P. M.*

FRAN FREY'S FROLIC—A Whirlwind Musical Show with Fran Frey as Master of Ceremonies. *Wednesday*—9:45 *to* 10:15 *P. M.*

PETE RICE—Dramatization of the Adventures of a Western Sheriff with plenty of rollicking cowboy songs and pistol shots to please its juvenile audience. *Monday, Wednesday and Friday*—5:30 *to* 5:45 *P. M.*

DAVE VINE'S SHOW—Gay comedy variety show conducted by Dave Vine in the role of a trainmaster. Songs by Sally Gooding and Adelaide Hall of Cotton Club Review fame. Popular numbers by the Ziegfeld Trio. *Tuesday*—9 *to* 9:30 *P. M.*

WEATHER EYE—Unique Weather Forecast Program. Steven Partridge, able weather forecaster, talks authoritatively on astronomic conditions observed, especially the unusual phenomena in non-technical terms. *Monday through Saturday*—5:10 *to* 5:15 *P. M.*

MARTHA DEANE—EVERY WOMAN'S PROGRAM—Martha Deane (in real life a versatile writer and editor) chats with women in a personal way about homes and gardens, fashions and beauty, food and entertaining, and timely news topics. Guest stars of national prominence are frequently interviewed. *Monday through Saturday*—2:30 *to* 3 *P. M.*

THE BRUSILOFF EXPRESS—Nat Brusiloff, celebrated violinist, directs this fast moving musical show featuring popular vocal numbers by Elaine Jordan, piano solos by Ray Gold, and the Three Marshalls, a favorite mixed trio. *Wednesday*—10:30 *to* 11 *P. M.*

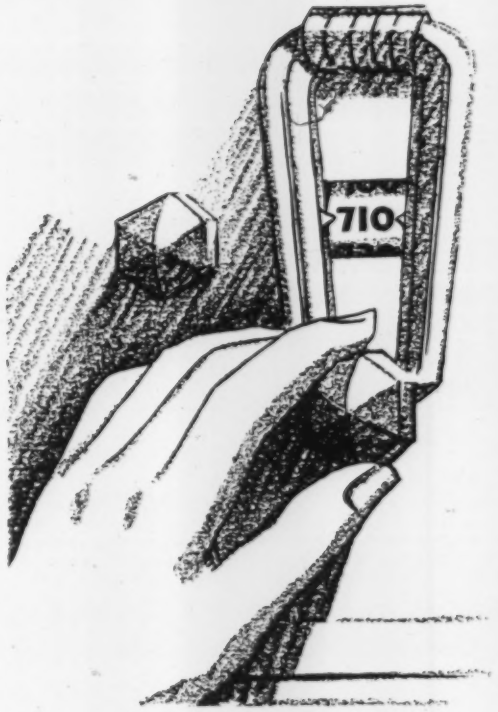
SCIENCE IN YOUR HOME—This program responds to consumers' growing desire for specific information about merchandise offered them. Dr. Kurt W. Haeseler, formerly popular instructor at Columbia and N. Y. U., tells consumers how to get the most for their money. *Monday through Saturday*—4:45 *to* 5 *P. M.*

NORMAN BROKENSHIRE and ORCHESTRA and the Three Marshalls—A sparkling show of music and comedy directed by the inimitable Brokenshire. *Friday*—10:30 *to* 11 *P. M.*

BEN SELVIN'S ORCHESTRA—Featuring Claiborne & Adams (Comedians); The Vocordians (quartette) and the piano team of Al and Lee Reiser. *Friday*—8:30 *to* 9 *P. M.*

■ ■ ■

P. S. A number of these programs are available for sponsorship.



MORE AND MORE . . . . NEW YORKERS ARE TURNING TO WOR

for Programs that Meet their Critical Tastes!

AS THE Mecca of the show world, New York is served with the best talent the theatre can offer. The finest dance orchestras are heard in its hotels and night clubs. World famous entertainers perform in its opera houses, concert halls and movie palaces.

Little wonder therefore that New Yorkers demand the best in radio entertainment and more and more are turning to WOR for the type of programs they most enjoy.

Opposite are a few of the newer programs developed by WOR to meet the critical tastes of New Yorkers. These programs are winning hosts of new friends for WOR. They are making WOR an increasingly powerful medium for advertisers who want to reach the ear of the Great Metropolitan New York market.

WOR 1440 BROADWAY, NEW YORK CITY

Bamberger Broadcasting Service, Inc., Newark, New Jersey

Chicago: Wm. G. Rambeau, 360 N. Michigan Ave. *Boston:* James F. Fay, Statler Bldg.

KNX Starts Straw Vote On Gubernatorial Race

A RADIO straw vote on California's next governor has been started over KNX, Hollywood. Instead of station officials counting the ballots, a tally committee has been selected from the camps of the principal contenders for the governor's job—Merriam, Sinclair, and Haight. Unlike the *Literary Digest* type of poll, the KNX contest requires the signing of the name and address on each "sample ballot" and that the person be a registered voter. Plugs for the straw vote have been given during September on the 9 p.m. news final daily, with the daily results given on the 6 p.m. news period of the following day.

Asks Code Exemption

DUE TO depressed economic conditions in the Calumet area, WHDF, Calumet, Mich., has applied to NRA for exemption from the wage, hour, trade practice and other provisions of the broadcasting industry code, with the understanding that once its financial condition permits it will operate under those provisions. In an announcement Oct. 6, Deputy Administrator William P. Farnsworth, of NRA, stated that information or objections concerning the application should be submitted to him by Oct. 17. Favorable action on the application was recommended several weeks ago by James W. Baldwin, Code Authority executive officer.

WOODBURY PROVES RADIO'S WORTH

Advertising of Face Powder Limited to Small Network Draws Tremendous Response in Business

WHEN a face powder manufacturer decided to place practically the entire burden of proof—from the sales angle—upon one advertising medium, he is quite naturally concerned with watching what happens to the sales curve. This is what the John H. Woodbury Co., Cincinnati (Woodbury Face Powder) did. Its officials watched keenly the effect of using virtually nothing but network broadcast advertising and the results were found to be satisfactory. The company's experience reveals more than simply "another case history" for radio.

With the bulk of the advertising appropriation for this product given to radio, the sales returns for two comparable months of 1934 and 1933 were found to approximate a 58 per cent increase. For a face powder, whose name is legion on counters, this is offered as remarkable evidence of the power of broadcasting to widen markets and hold them once widened.

On Jan. 24, 1934, Lennen & Mitchell, New York, advertising agency for this product, initiated a 15-minute serial dramatic sketch, "Dangerous Paradise," Wednesdays and Fridays, at 8:30 p. m., over the NBC-WJZ network of 17 stations. The script was conventionally planned, popular in appeal and contained South Sea romance and action. Elsie Hitz and Nick Dawson took the leading roles.

The opening episode over this comparatively small network of stations used for a nationally-distributed woman's product was announced in NBC basic blue network localities through newspaper advertisements. Later, a counter display and window sticker were mailed to leading outlets. Other than these tie-ins, no corollary advertising was done to put the program over at the point of sale.

The response was immediate. By keying the commercial announcement with a free offer of six sample packets of powder, the client was able to follow this response in actual figures and to learn something more about the effectiveness of the appeal. The steady increase in the response (about 40,000 a week) was what might have been expected, but the total weekly requests for the packets exceeded anything the client had anticipated.

Several months after the initial free offer was made, three offers of a "Lovliness Kit" for 9 cents, with photographs of the leading characters, were made. The charge of 9 cents for this kit in no way abated the increasing returns. These figures, the client admitted, did not mean sales necessarily, but they did mean that Woodbury's Face Powder was getting on the boudoir table tops of an enormous number of women—and was being tried possibly for the first time.

The rest of the story is brief. As a result of this experience with the effectiveness of radio to introduce its product to new customers—and hold them—the makers are resuming "Dangerous Paradise" for 15 minutes, beginning at 7:45 p. m. on Mondays, Wednesdays and Fridays, over the NBC-WJZ network, with Elsie Hitz and Nick Dawson in their same starring roles.

Radio again has proved its case—not with a coast-to-coast lineup of stations but with a comparatively small network. The returns have been big and the sponsor is convinced that radio offers unlimited possibilities as a direct and compelling approach to the consumer.

Briton's Impressions

ANOTHER noted British radio commentator has come to our shores to broadcast, and he will carry his impressions back to his country via transcriptions. He is Commander Stephen King-Hall, economist, author and commentator on the BBC network. Starting on the West Coast, he first broadcast Oct. 7 from KFRC, San Francisco. On successive Sundays he is scheduled to speak from WBBM, Chicago; CKLW, Detroit; WJSV, Washington, and WABC, New York. The CBS network is carrying his talks under the title, "A Visitor Looks at America," and by arrangement with CBS the first eight minutes of each talk will be transcribed and shipped to England for rebroadcasting over the BBC.

European Systems Wouldn't Fit U. S.

Dr. Young, NBC Announcer, Returns From Oxford

AMERICAN listeners would not like any of the broadcasting systems in vogue abroad, in the opinion of John S. Young, NBC announcer, who recently returned from Europe, where he made an intensive study of radio.

"The people of this country would not be happy under any broadcasting system in vogue in Europe," he observed.

Dr. Young, the only NBC announcer to hold a doctor of laws degree, delivered a series of lectures on American speech at Oxford University at the invitation of the Warden of the King's English while abroad. He also engaged in research at Cambridge University.

Test of Systems

FROM his observations abroad Dr. Young concludes that "the test by which any national system of broadcasting must stand or fall is whether the nation caters to the needs of its own listeners and adequately fulfills their distinctly national characteristics of mind and enjoyment in terms of the national culture."

What is good for one country in radio broadcasting may not be good for another because of differences in social structure and traditions, he said.

Broadcasting in England is a semi-governmental monopoly, he pointed out. The British Broadcasting Corporation is responsible to Parliament, which provides funds and also to the Post Office Department, which furnishes the license.

Spreads Communism

GERMAN broadcasting, Dr. Young said, has changed from an aggregation of privately owned companies into a publicly-owned system which takes its instruction from the Minister of Propaganda.

Russian broadcasting, while furnishing excellent music, exists to inculcate Communist ideals among the people, he observed. As for France, there is a "mixture of elements, some analogous to England and some to America." Both direct government operation of broadcasting through the post office and operation by private companies are in force in France.

Dr. Young, who also is lecturer on Radio Orientation at New York University, is of the opinion that Americans studying European broadcasting methods should be understanding rather than critical.

Medicine Firm Cited

THE MIXER Medicine Co., of Hastings, Mich., and its proprietor, Charles W. Mixer, on Sept. 13 were ordered by the Federal Trade Commission to cease and desist from unfair competitive methods in the sale of a medical product alleged to be a cure for cancer and scrofula. The company was directed to discontinue misrepresenting the products by means of testimonials or endorsements, "in or through newspapers, magazines, the radio, advertising literature or pictures."

"THE PACIFIC NORTHWEST: A FERTILE FIELD FOR SALES EFFORT"

By J. C. ASPLEY

President, Dartnell Corporation, Chicago

A thousand dollars wisely spent in building sales in the Pacific Northwest this fall may prove to be a far better investment than ten thousand dollars spread out thinly in aimless advertising. And it may well do this fall the same amount of good that twenty times that sum will do a few years from now when the crowd is all clamoring for admission.

With conditions as spotty as they are, and so many territories suffering from crop failures, it is only good management to concentrate such funds as are available for sales promotional purposes in areas which, like the Pacific Northwest, have been blessed by both nature and politics.

—Reprint of Article in "American Business," August, 1934.

KJR

SEATTLE

Most Powerful Station in Washington

Produces results when results can be obtained

For information consult:

EDWARD PETRY & CO., Inc.

New York • Chicago • Detroit • San Francisco

WRC • WMAL

WASHINGTON, D. C.

Daytime Radio can help fill these shelves

Local and national advertisers are using daytime hours on WRC and WMAL with good effect. These daytime hours find thousands of women at home and listening to their radios. (Figures from a recent national survey indicate that 53% of U S homes with adults in them during the daytime have radios turned on).

This is the time to tell them about fur coats, automobiles, food products, cosmetics, electric appliances, savings plans. In fact, any product of interest to women can make profitable use of daytime hours on these two NBC stations.

Contact either station or any of the offices listed below for complete details on time available, rates, and experience of other daytime advertisers in the Washington area.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

Hauptmann's Trial Broadcast Banned

SUCCESS of WMCA-ABS in broadcasting the proceedings of the Department of Commerce board of inquiry into the Morro Castle disaster caused virtually all metropolitan stations and the two networks to negotiate in advance for the right to install microphones at the trial of Bruno Richard Hauptmann, wherever it might be held.

Expecting that the Lindbergh case prisoner would be first tried in Flemington, N. J., on a charge of murder, however, Gov. A. Harry Moore announced in advance of the extradition proceedings: "There will be no broadcasting from the courtroom." The extradition order was subsequently signed.

When Charles A. Lindbergh, Jr., was kidnapped in 1932, WOR was allowed by Col. H. Norman Schwarzkopf, superintendent of the New Jersey State Police, to install a microphone on his desk. Much of the most important news given out then reached the public through this medium before newspapermen were even summoned to Schwarzkopf's office for the bulletins.

"INHERITANCE," a three-act play by Broughton Tall, literary supervisor at WBAL, Baltimore, was presented during the summer by The Vagabonds, America's oldest Little Theater group.

Bellows States Case for the Broadcasting Industry . . .

H. A. Bellows

THE FIRST witness called at the FCC "25 per cent" hearing Oct. 11 by Managing Director Loucks of the NAB was Henry A. Bellows, chairman of the NAB legislative committee. Before beginning his statement, Dr. Bellows introduced in the record references to Congressional debates and reports of committee hearings covering the legislative history of the enactment and early amendments of the Radio Law of 1927, and also the Communications Act of 1934.

He then discussed the 269 sworn statements from broadcasting stations which had been offered as exhibits, pointing out that they came from stations of all sizes, equally distributed throughout the five zones, and that on the basis of quota unit assignments they represented approximately 77 per cent of the country's commercial broadcasting facilities.

He also pointed out that the average length of time during which these 269 stations had operated continuously was 8.5 years, and emphasized the fact that this average life was longer than the existence of federal regulation of broadcasting under the Radio Commission.

He pointed out that this long average continuous operation was the real answer to the question *"How do we know what the public wants?"* These stations have for an average, he said, been testing the needs of the public in every possible way. They have used surveys, have considered mail responses, and have had innumerable program contacts. It is the cumulative opinion of these stations, embracing every form of information, upon which the broadcasters base their statements with regard to what the public wants.

The first point brought out by Mr. Bellows was the enormous scope of service rendered by the commercial broadcasting stations to educational, religious, agricultural, labor and other non-profit organizations. He read into the record statements showing that stations were serving regularly anywhere from 50 to 100 such organizations, and pointed out that under any scheme of government allocation each one of these non-profit organizations would be fully entitled to apply for broadcasting facilities of its own, and that the resulting situation would be obviously impossible.

Mr. Bellows then took up the actual evidence presented with regard to cooperation with educational institutions, and read into the record excerpts from about 25 statements illustrating active and continuous cooperation with colleges and schools. It was clearly brought out that the reason why there was not more of this cooperation was because of the unwillingness or inability of the colleges and schools themselves to provide the necessary material.

Already Serving Many

SIMILAR evidence was presented with regard to the cooperation extended by the commercial broadcasters to agricultural organizations, to religion, and to labor. In connection with religion it was brought out that the stations as a matter of regular policy gave their facilities on equal terms to all creeds and denominations alike, and it was pointed out that, here again, the stations were actually doing a service, which, under any form of government allocation, would be impossible. In connection with labor, letters from labor organizations thanking commercial stations for their cooperation and fairness were read into the record.

A summary of the figures contained in the 269 statements showed that approximately 16.7 per cent of the total broadcasting hours of these stations were devoted to educational and informative programs, and that 13.3 per cent of the hours between 6:00 and 11:00 p. m. were so used.

Dr. Bellows then went on to outline the general policy of broadcasting stations with regard to non-profit organizations, reading into the record replies from a large number of stations. The policy indicated in every case was one of active and willing cooperation, almost invariably on the basis of no charge for facilities.

In connection with these statements of policy, a number of communications were read into the record showing that educational and religious groups which had either actually owned radio stations or had considered the establishment of stations of their own had found it much more satisfactory to do their broadcasting through the cooperation of commercial stations.

The next point covered was that of editorial control of broadcast programs, involving the very complicated question of censorship. Dr. Bellows pointed out that the replies overwhelmingly indicated that the stations exercised very careful editorial supervision of all programs in the selection of the subjects to be discussed and of the groups or individuals who would discuss them, but that when time was allocated for any subject or to any group, no censorship was exercised over what was said, beyond an earnest effort to see that there was no violation of federal or state laws.

In this connection Dr. Bellows pointed out that the broadcasters are in a very difficult position by reason of the Nebraska court decision holding the station liable for slander even when it is debarred by law from exercising any censorship, and urged that a clarification of this point was very important. He said that the broadcasters were anxious to have the broadest possible interpretation of freedom of speech by radio, so that broadcasting could be as independent of censorship as the press now is, and urged the Commission to do everything in its power to assist in making this possible.

Programs Must Interest

THE CONCLUDING part of Dr. Bellows' statement concerned the reports from stations as to the general lack of public interest in purely educational programs. These reports show that there was no demand for more talks or lectures, and that most stations, when broadcasting programs of this type, did so with the definite knowledge that their listening audience was being temporarily cut down. The reports also showed conclusively that in the experience of the stations very few of the non-profit groups with which they cooperated were able without assistance from the station to broadcast effective radio programs.

In conclusion, Dr. Bellows urged that the problem of broadcasting on behalf of educational, religious, and other non-profit organizations was clearly not a matter of Congressional action, or even by regulation of the Communications Commission. He pointed out that the record clearly showed that the broadcasters were eager and willing to cooperate, and that much good work had already been done, but that there was urgent need of better coordination and a more general understanding of what is being done in this field throughout the country. He suggested that the Commission might well recommend the appointment of joint committees representing the broadcasters and the non-profit organizations which desire to use radio, in order to work out on a nation-wide scale more intelligent and successful cooperative methods, and pledged the active assistance of the broadcasters in such work.

Dividing Those Extra Millions

Thanks to the way the drought boosted prices, and to the crop benefit payments, Nebraska's buying power this year is millions* more than for the past four years!

You want part of those millions, I suppose? Here are some good ways of getting your share:

†A new store used radio station daily; built million-dollar business in year.

†Salesmen say daily Scotch story on radio station is products' best advertising.

†City's phone exchange tied up for hour as result of single announcement.

†Dealer established 150 new dealers by $50 worth of announcements.

†Daily announcements built July from poorest to one of best hosiery sales months.

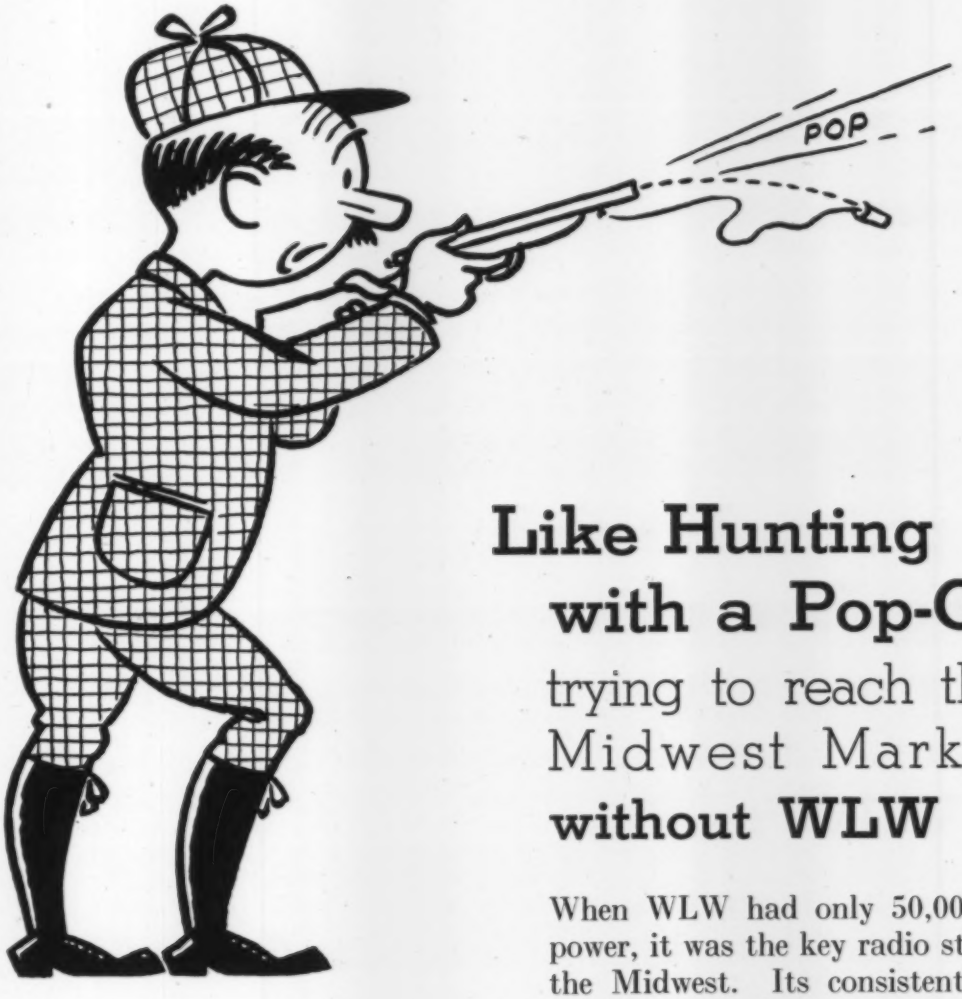
†Station furnished lowest per-inquiry cost on household article of any in United States.

†Series of announcements on station lead to chain program.

***Nebraska's farm income**

1931	$140,845,000
1932	$ 86,880,000
1933	$132,811,000
1934	**$144,235,000**

†These stations are members of the Missouri Valley Broadcasters Association. Name of station giving service noted above—or any other information desired—will be furnished by the association's representative at KFAB-KOIL, Omaha, Nebr.



Like Hunting with a Pop-Gun

trying to reach the Midwest Market without WLW

When WLW had only 50,000 watts power, it was the key radio station of the Midwest. Its consistently good programs and ideal geographical location—near the center of population—made it a most powerful advertising medium.

NOW, with ten times that power, 500,000 watts, WLW leaves no choice to the radio advertiser. It provides an audience that can be obtained through no other single station. Here is thorough and economical coverage. No advertiser desirous of the Midwest market can afford *not* to use WLW.

Near the Center of the Dial

Near the Center of Population

WLW

"the Nation's Station"

500,000 Watts

Most Powerful in theWorld

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., *President*

CINCINNATI

KEEP TH

108 STATIONS GIVE A

This new way to broadcast enables you to apportion your radio advertising in accordance with your sales in each market. It makes radio economical and flexible to use in a way that it has never been before.

WORLD BROADCASTING SYSTEM, INC.

50 WEST 57th STREET, NEW YORK, N. Y.

Offices and Recording Studios at

400 West Madison Street, Chicago, Ill. **555 South Flower Street, Los Angeles, Cal.**

274 Brannan Street, San Francisco, Cal.

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee

XUM

HS MAP!

ESS TO EVERY MARKET CENTER

You can put topnotch progams on the air without delay and with a few dollars.

ALSO

WBAL Baltimore, Md.
KFEL Denver, Colo.
KDYL Salt Lake City, Utah
WKBO Harrisburg, Pa.
KGMB Honolulu, Hawaii
2 GB Sidney, Australia

The popularity of these stations is mounting every day! *This is the result of a progressive step forward.* These stations are associated in the World Program Service by which they are today able to broadcast programs by the leading talent in radio. Enthusiastic listening audiences are tuning in to something new and better. These stations are identified as unusual result getters for advertisers.

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

National Press Bldg. • Washington, D. C.
Telephone—METropolitan 1022

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SOL TAISHOFF, Editor
F. C. TAYLOR, Advertising Manager

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Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1934, by Broadcasting Publications, Inc.
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

Trimming Their Sails

ALMOST OVERNIGHT the hue and cry for government ownership or dictatorship of the radio, repeatedly heard from certain educators, clergymen, press and other interests dissatisfied with the present system, has all but vanished. Instead we get, particularly from certain groups of educators, a multitude of disjointed proposals to retain commercial broadcasting, but to subtract from the existing structure, for their vague purposes, a certain proportion of radio's facilities.

The reason for the sudden revulsion against public operation is plain. It is manifestly impossible if freedom of speech, business enterprise and any system at all are to be maintained. It is a curious coincidence that the change in attitude comes almost immediately after President Roosevelt, in his message to the broadcasters' convention last month, voiced his confidence in commercial radio. Even Secretary Ickes, guardian of Uncle Sam's gigantic public works fund, a few days ago came out flatly in defense of the freedom of the air. And before the same group addressed by Mr. Ickes—the Chicago assembly of the National Advisory Council on Radio in Education—E. H. Harris, chairman of the radio committee of the American Newspaper Publishers Association, staunchly defended private operation of the radio, forseeing an inevitable nationalizing of the press, too, if radio should be operated by the government.

There can be no doubt that the American public at large and American officialdom generally are satisfied with private, competitive operation of radio. On the other hand, the Chicago meeting of educators, and the hearings currently being held in Washington before the FCC on demands for so-called "non-profit" radio, showed that on one point the educator-religious group were not divided: it was that the cheap and the tawdry and the distasteful still find some place on the air, albeit more and more better-class programs, especially sponsored, are being heard.

At the FCC hearings, the educators appeared in hapless array, completely divided among themselves, with no definite plan to offer for educational broadcasting better than that already being done. But that did not restrain them from picking at flaws, however scattered. Against them the broadcasters, as this was written, presented a united front and prepared to set forth clear, factual arguments favoring the retention of the status quo—and with quite as many and fully as important educators endorsing what radio is honestly trying to do for education as were lined up with the pettifogging pedagogues.

We Grow With Radio

WITH THIS ISSUE, we enter into our fourth year as the trade journal of the broadcasting industry. Proudly we have grown hand-in-hand with radio. We believe we have built solidly along properly constructive lines. Our acceptance and readership in the realm of broadcast advertising is reflected in our steadily increasing list of subscribers and advertisers. Our lineage increase has gone apace with the growth of the broadcasting business.

As proud as we are of the foregoing facts, we are prouder yet of the record we have maintained from the start of honestly and faithfully covering the news of broadcasting. Regarding radio as as art as well as an industry, we have tried to avoid tin-horn and razzle-dazzle methods and the mongering of rumors, on what we believe to be the rightful theory that radio deserves a dignity of its own and should not be dragged down to the ballyhoo levels of show business.

Faithfully reporting the news of radio, we have refused—and we are the only publication in the advertising field to do this—to regard radio as secondary to any other media. That is why the advertisers and the agencies, who comprise the bulk of our circulation, as well as the stations, look upon BROADCASTING, as they have so frequently put it, as their "radio bible." With one accord they have told us that reading this magazine has become an indispensable part of their regular business routine.

To our readers and to our advertisers we can do no more, on this occasion of our fourth anniversary, than thank them for their faithful interest and support, and assure them that we will maintain the same standards of faithful, honest and accurate news coverage that we have maintained from our inception—in the best interests of the industry and the public upon which it depends for its existence.

Censorship? Certainly!

WAS IT CENSORSHIP to cut Maj. Gen. Smedley D. Butler off Station WAVE and the NBC network when his talk before the veterans' convention at Louisville started getting somewhat too spicy for the radio audience? Of course it was—but it was an entirely proper kind of voluntary, self-imposed censorship. To Manager Nate Lord, of WAVE, which was feeding the network, all credit for taking such prompt and decisive action. The convention resolution commending radio was at once a well-deserved tribute to astute management in the public interest and to radio's eager effort to keep itself free from blasphemy, profanity and plain dirt.

Who can say that freedom of speech was violated in this episode? The communications law, like the old radio act, definitely forbids indecent, profane and obscene language on the air, and inferentially, of course, suggestive stories. The rebuke to General Butler, once before guilty of a less aggravated but similar incident, was entirely deserved. The incident serves to show how assiduously the broadcasters seek to avoid offense to any denominator of the audience. There is no room on the American radio for "dirty story hours," and happily there are few speakers who ever purposely try to put one over in such a thoroughly reprehensible manner.

The RADIO BOOK SHELF

A BOOK designed to reach the student of radio, whether he be interested in the entertainment or the advertising field, is *Gateway to Radio*, by Maj. Ivan Firth and Gladys Shaw Erskine (Macaulay Co., New York: $2.50). Daniel Frohman in a foreword, says the book, "while showing to the earnest student how best to become associated with the radio industry in all of its many phases, bravely champions the cause of the public. . . . The constructive criticism in this fearless and authentic book should benefit public, sponsor, and performer alike." Among the topics dealt with are: "Writing on the Air," "Entertainment and Advertising," "The Radio Market," "Program Building," "Recorded Programs and Spot Broadcasting," "British Production Methods," "Sales Department," and "The Future of Radio."

THE INSIDE technical story of the operation of the new 500,000-watt WLW is told in an article in the October *Proceedings of the Institute of Radio Engineers* under the joint signatures of Joseph A. Chambers, chief engineer, and his assistants: L. F. Jones, G. W. Fyler, R. H. Williamson, E. A. Leach and J. A. Hutcheson. The article describes completely the design, installation and performance of America's highest power broadcast station.

Need for Method

THE NEED for some definite method of audience and coverage analysis in broadcasting is becoming more apparent daily. There are several very good organizations in both the technical coverage and listener survey branches. Lately, however, stations have been solicited for surveys which would cover only one day of the year, obviously meaningless. Thus again is emphasized the crying need for the program initiated by the NAB at its convention last month to set up an acceptable audience survey yardstick through negotiations with the trade associations of advertisers and agencies. This project should be followed up with greatest possible dispatch in the interest of the entire industry.

We Pay Our Respects To—

WILLIAM RAYMOND STUHLER

OF THE MANY musicians engaged in the production of commercial programs, there are some who have specialized in classical music, many who have concentrated on jazz, and few who have cultivated the extensive middle ground that lies between the two extremes—bearing a heavy crop of ballads, old and new, perennial waltzes, and thousands of compositions that are hard to classify but for which it is easy to find an immense audience. It is in this field that William Raymond Stuhler, head of the radio department of Young & Rubicam, has worked most assiduously.

He was brought into radio by a fellow alumnus of Princeton, Roy Durstine. And Stuhler's remarkable knowledge of popular music *that remains popular* was at once made apparent when he became associated with the Crumit and Sanderson programs for Bond Bread and for Waitt and Bond (Blackstone cigars). In the building of these shows, Crumit and Stuhler engaged in friendly rivalry during their researches into the archives for music that has been forgotten by the impresarios, but remembered by the people who sang and played it two or more decades ago.

When the Dutch Masters series was inaugurated with Eugene Ormandy, Stuhler was virtually alone in the responsibility for finding works with the necessary quaintness. His only complaint was that there were about a thousand times as many numbers in his highly specialized library as he could find time for in a single commercial series. And he rejoiced when he found that the works in his library outnumbered those in Frank Crumit's—no mean achievement for a man who was then only 30.

Stuhler was born at Monticello, Ia., in the first month of the first year of the century. (No, it was not the first day, nor even in the first week.) His father was a merchant and banker, and though he hoped for a commercial career for his son, he encouraged his musical education, regarding it as recreational rather than as the basis for a vocation. As a boy he was taught harmony and composition as well as piano playing. His ability at the keyboard found its first public acceptance in the local movie theatre, and he played there for several years during vacations from Exeter. At school he organized a dance orchestra, and repeated the procedure during his first year at Princeton.

There he took a liberal arts course, and devoted his time between classes to music clubs and the famous Triangle Club. He was a member of the latter for four years, and president in his senior year, 1923. In the summer of 1921 he took his dance orchestra to Europe, playing a six weeks' engagement at the Savoy Hotel in London, and also making appearances in Paris, Venice and Geneva.

Stuhler's first serious efforts at composition were made for the Triangle Club's annual productions, and in his senior year he wrote the entire score.

After graduation, he did as his father had expected he would, and entered business—as personal secretary to Harvey S. Firestone, Sr. The Firestone Tire and Rubber Company's radio advertising interested him, and towards the end of his six-year association with Firestone, Stuhler was making an intensive study of radio, particularly in the matter of music selection. He amused himself building programs which he hoped (or perhaps just wished) to be able to present.

Then Roy Durstine gave him the chance, by making him musical director of the radio department at B. B. D. & O. Soon Stuhler was joined by Don Stauffer, a fellow Princetonian, and the two worked together on many productions, Stauffer handling the dramatic department.

When Stuhler was appointed head of the radio department of Young & Rubicam early in 1933, Stauffer followed him. In the time that has elapsed since then, the agency's volume of radio business has doubled, and he has built up the staff to 12 members. Few of his programs, until the present series with Admiral Byrd in behalf of Grape-Nuts, have been spectacular. But all have had a large audience. Stuhler believes that

(*Continued on page 62*)

PERSONAL NOTES

DALE ROBERTSON, formerly with CKLW, Detroit-Windsor, and at one time manager of WIBM, Jackson, Mich., has taken charge of WIBX, Utica, N. Y., owned by Scott Howe Bowen. He succeeds Loren Watson, who has joined Wired Radio, Inc., New York.

GLENN TUCKER, manager of the public relations department of RCA, has resigned, effective Oct. 1.

RAYMOND (Zeke) WILLIAMS, formerly of KGRS, Amarillo, Tex., has been named manager of KFYO, Lubbock, Tex. T. R. Putnam, former manager of KVOA, Tucson, Ariz., has been appointed his assistant and also holds the post of commercial manager.

C. F. DIRLAM, former commercial manager of KFYR, Bismarck, N. D., has assumed charge of local sales at WSGN, Birmingham, it was announced by Don Campbell, sales manager.

JACK KEASLER, production manager of WSGN, Birmingham, has been named general manager of WJBY, Gadsden, Ala.

R. G. ERICKSON, formerly on the sales staff of KXO, El Centro, Cal., has been added to the commercial department of KFAC, Los Angeles.

H. D. AINSLEE, traveling representative of the Hollywood office of the Radio Transcription Co. of America, on Oct. 1 returned from his semi-annual trip through Texas and other southeast points.

MILTON UHL, one-time manager of a Fox West Coast theater in Southern California, has joined the sales staff of KFOX, Long Beach, Cal.

FREDERICK R. HUBER, director of WBAL, Baltimore, has returned after a vacation in Mexico and Cuba, during which he witnessed a revolutionary skirmish.

ROBERT F. DONAHUE, for two and one-half years director of publicity of the Yankee Network, has been appointed manager of WLLH, new station in Lowell, Mass.

R. L. RUST has returned to the sales department of KTM, Los Angeles, after an absence of two years.

HERBERT L. PETTEY, FCC secretary, has relinquished his post as radio director of the Democratic National Committee to devote all of his time to his present position, it was announced Oct. 8.

VINCENT F. CALLAHAN, assistant to the vice president of WRC and WMAL; Jess Willard, assistant manager of WJSV, and LeRoy Mark, owner of WOL, all of Washington, addressed the Advertising Club of Washington at its regular weekly luncheon Sept. 25 on the subject of radio advertising.

BYRON BORUSZAK, former salesman for WISN, Milwaukee, has resigned to become publisher of the Wisconsin *Jewish Chronicle*. Herb M. Israel, theater press agent, has taken a similar post with WISN, Milwaukee, succeeding Fred Spooner.

NORMAN F. STORM, sales manager of KOL, Seattle, Wash., has returned to his desk following a visit to San Francisco, where he conferred with officials of Reynold-Fitzgerald, Inc., radio station representatives.

BERT OLBERT, Santa Monica sales representative for KTM, Los Angeles, two years ago, has returned to the station in similar capacity.

LORENZO KENNON, formerly with KNX and KMTR, Los Angeles, and for the last year sales manager of KLEX, Oakland, Cal., has joined KGVO, Missoula, Mont., as sales and production manager.

J. G. GUDE, CBS publicity director in New York, and Mrs. Gude are the parents of a 6-pound daughter, born Sept. 29. Robert Wilkinson, of the CBS publicity department, and Mrs. Wilkinson became the parents of an 8-pound boy Sept. 21.

LEROY MARK, operator of WOL, Washington, suffered an acute indigestion attack Oct. 9. He is recuperating at his home, and his physician has prescribed a long rest.

LES MAWHINNEY, in charge of KNX news broadcasts, has returned to Los Angeles from a trip through the Pacific Northwest, made in the interest of his station's Transradio Press service.

JOHN B. REYNOLDS, assistant secretary of the FCC, will leave for an inspection of the St. Paul office of the FCC field force Oct. 16. He will return Oct. 26.

LLOYD E. YODER, NBC Western division press relations manager, San Francisco, went to Los Angeles on Oct. 7 for 10 days, to confer with Harold Bock, in charge of the network's Southern California news bureau.

JAMES HAGOOD, manager of KNOW, Austin, Tex., and Miss Nancy Slocumb were married on Sept. 21.

TOM SHUGART and Tom Brock have joined the sales staff of KTSA, San Antonio, Tex.

BEHIND THE MICROPHONE

PAUL RICKENBACHER, the last several years production manager of KHJ, Los Angeles, on Oct. 3 resigned to become assistant to George McGarrett, CBS west coast production director. He will continue to make his headquarters at KHJ. No successor had been appointed to the KHJ production post at the time of going to press.

DAVID BALLOU is a new addition to the San Francisco NBC production staff. Ballou has had considerable experience in radio in Los Angeles, where he was production manager of KNX. He was also associated with KFI in the same capacity, and prior to that was program manager of KMTR, both Los Angeles stations. He is now in charge of NBC special events in San Francisco. His wife is Catherine Bonness, formerly in the program department of KFI.

CARLTON MORSE, who writes "One Man's Family," transcontinentaled from NBC studios, San Francisco, leaves the west coast for New York Nov. 1 to confer with eastern officials of the network on future serials. Accompanied by Mrs. Morse, he will be gone one month.

WEBLEY EDWARDS, program manager of KGU, Honolulu, is in San Francisco making business contacts for his station. He will remain on the mainland three weeks, having arrived October 3.

ED BROWNING, continuity chief of WDEL, Wilmington, Del., and Miss Nancy Turner, of Philadelphia, have announced their engagement. No date has been set for the wedding.

PETER J. LORO has been appointed to the artists' bureau of WINS, New York, to take charge of orchestra bookings. He was with Paramount-Publix for nine years.

BRAD SIMPSON has rejoined the continuity department of KMOX, St. Louis, after free lancing on the Pacific coast.

MEL WILLIAMSON, announcer at KRKD, Los Angeles, on Oct. 1 took up similar duties at KHJ on a full-time basis.

AL WARNER, until recently announcer at KFI-KECA, Los Angeles, on Oct. 1 joined KFWB, Hollywood, as a staff announcer.

XUM

HOWARD WAY, program producer and former executive of National Radio Advertising, will supervise a program laboratory at WSGN, Birmingham. According to Steve Cisler, manager, Mr. Way will conduct experiments in creating unusual program types built around local talent and events.

JOSEPH HOUSTON BRYANT, formerly with WDAG, Amarillo, Tex., is now program director of KFYO, Lubbock, Tex.

PAT BUTTRAM, WSGN, Birmingham hillbilly announcer, has been signed for the staff of WLS, Chicago. He is heard on the early morning programs and on the Saturday night National Barn Dance.

FREDERIC WILLIAM WILE, CBS political analyst and well-known newspaper correspondent, on Oct. 6 began his twelfth successive season of broadcasting on "The Political Situation in Washington Tonight. His broadcasts are over the CBS network, keyed from WJSV, Washington.

FORD MILLER, announcer at WCAE, Pittsburgh, has joined WISN, Milwaukee, replacing John Pettit, who returns to Marquette University.

BOB GREGORY, formerly of WDSU, New Orleans, has joined the announcing staff of KWKH, Shreveport, La.

WORTH KRAMER, formerly an announcer and a member of the "Collegians," has been named program director of WGAR, Cleveland.

BOB STANTON, formerly with WDNC, Durham, N. C., and WIOD, Miami, has joined the announcing staff of WNEW, New York.

JAMES JEWELL, dramatist at WXYZ, Detroit, and Mrs. Jewell are parents of a baby daughter, Judith Belle, born in September.

CARL ORBACH, former Scripps-Howards newspaper man, has been named managing editor of the KFEL News Service and is in complete charge of the four daily news broadcasts over KFEL, Denver. National and international news is furnished by the American Newscasting Association and the Radio News Association, Inc.

HENRY WEBER, internationally renowned conductor and pianist, has been appointed musical director of WGN, Chicago. Under Mr. Weber's direction WGN will initiate an ambitious musical program this fall. Two complete studio orchestras are to be organized. Mr. Weber will conduct the WGN Concert orchestra.

AL CHANCE, formerly a member of the CBS staff in Chicago and Washington, has joined the staff of Brace Beemer, manager of WXYZ, Detroit. His Detroit assignment will be a combination of announcing and producing.

GARNET RAY GARRISON, formerly of WXYZ, Detroit, and a member of the announcing staff at WJIM, Lansing, was married, Sept. 22, to Miss Isabelle May Schelbe, in St. Paul's Cathedral, Detroit.

JUDITH WALLER, director of education for the Chicago division of NBC, attended the sessions of the Advisory Council on Radio in Education in Chicago. She has returned to New York where she has been spending some time on the investigation of the use of radio for educational facilities.

BILL ROSEE, statistical clerk in the Chicago NBC press department, was married Oct. 6.

PAUL A. GREENE has been appointed manager of the newly organized production department of the American Broadcasting System. Jud Houston is his assistant.

Speedy Nuptials

ELOPING to Harrison, N. Y. and getting the town clerk out of bed, Perry King, 26, announcer for the ABS-WMCA network and former actor, and Claudia Mapes, 22, of Casper, Wyo., were married at 5:30 a. m., Oct. 8. Mrs. King is a former radio actress and broadcast over various stations in Chicago, where the couple met last June. King's proposal of marriage was accepted by his bride at 10:40 p. m. the night before when he was announcing a dance program in a Park avenue restaurant. They decided to get married immediately.

WILLIAM MEREDITH, continuity writer at WLS, Chicago, and Virginia Bauer, of Wheaton, Ill., were married Sept. 1.

GUSTAV KLEMM, program supervisor at WBAL, Baltimore, is writing a musical suite entitled "Novia Scotia Idylls" following a vacation in Nova Scotia.

RALPH DORSETT has joined the sales staff of KNOW, Austin, Tex.

JOE LEE has been named program director of KADA, a new station at Ada, Okla.

WILLIAM PURNELL, who has been directing University of Wisconsin "Haresfoot" shows since 1926, and Don Gordon, recently of KFAB and KMOX, have joined the announcing and production staffs of WTMJ, Milwaukee.

PHILIP WALKLEY has joined the announcing staff of WAPI, Birmingham, Ala.

THOMPSON BARTLETT, announcer of WTMJ, Milwaukee, has resigned to do free-lance work.

TOM NOBLES, program director and chief announcer at KTHS, Hot Springs, Ark., and Miss Ina McKeehan, of Hot Springs, were married Sept. 9.

ROBERT McCAW, formerly of KXRO, Aberdeen, Wash., has joined the publicity department of KOIN, Portland, Ore.

GLENN GOFF, organist of KYA, San Francisco, has written a song entitled "When the Moon Peeps Above Hawaii."

ELSIE HORNER is now in charge of publicity at KMTR, Hollywood, succeeding Erma Taylor, who has been transferred to the continuity department. Other personnel changes: Gerree Te Groen, formerly of KMPC, has replaced Bennie Ferguson as traffic manager. Grace Kane, hostess, has resigned.

DANA WATERS, announcer at WSB, Atlanta, and Mrs. Catherine Waters, are parents of a son, G. Dana Waters, 3rd, born 7 pounds 5 ounces at the Georgia Baptist Hospital.

TRISTRAM COFFIN, announcer at WNAC, Boston, and Miss Dorothy Whitcomb, of Brookline, Mass., were married Sept. 29.

JOHN F. MOAKLEY, announcer of WNAC-WAAB, Boston, has been promoted to the production staff of the Yankee Network, replacing Fred Langenheim, who recently transferred to the announcing staff of WCAU, Philadelphia.

TEX BREWSTER, arranger of the musical staff of CBS, has been named staff arranger for WFAA, Dallas. Pem Davenport, pianist and composer, has joined the musical staff.

MRS. EDITH SIMONS in association with her brother-in-law, Irving Simons, and Tom Rooney, has opened a talent agency in the California Bank Bldg., Beverly Hills, Cal. Her husband, the late John Simons, for many years maintained a similar office for radio, stage and screen.

HAROLD HORTON, production manager of KIEV, Glendale, Cal., has resigned. Don Fareed, president of the student body at Occidental College, Los Angeles, has joined the staff in part-time capacity as relief announcer.

EDDIE RUBIN, brother of Benny Rubin, has become production manager of the NBC "Hollywood on the Air," with Perry Lieber now producer of the broadcast.

ROBERT REDD, of the NBC drama staff in San Francisco, has been transferred to the Hollywood studios as a producer.

JERRY KILGORE, announcer with NBC in San Francisco for several years, has taken a leave of absence for several months and has gone to Los Angeles. He was formerly with KFI.

IRVING MITCHELL, for the last three years studio director for the Freeman Lang sound studios, Hollywood, on Oct. 1 resigned to free lance.

DOROTHY KEMPE, of Chicago, has joined the program staff of WINS, New York.

HOWARD FINCH, formerly of the announcing staff, has been appointed production manager of WJIM, Lansing, Mich.

A. L. ALEXANDER, veteran announcer of WMCA, New York, has resigned and has not announced his future plans.

CHARLES VANDA, Los Angeles radio publicity man, has joined the staff of Radio Productions, Inc., program and transcription producers. Ruth Wentworth, formerly with the Walter Biddick Co., and later press agent for KMPC, Beverly Hills, Cal., has also joined the Radio Productions staff as a continuity writer.

KENNETH SIGARS, program director of WMBH, Joplin, Mo., and Mrs. Sigars are parents of a son, born Sept. 7.

VAN DOREN WOODWARD, graduate of the University of Missouri School of Journalism, has joined the continuity staff of WMBH, Joplin, Mo., replacing Bill Clark, who has been transferred to the sales staff. Don Parker, formerly with KMBC, KVOO, WIBW, KTUL and WFAA, has joined the announcing staff.

C. G. (Tiny) RENIER, formerly of WDAF, Kansas City, has been named production man at KMOX, St. Louis. He is now directing "Curious Questions," a novel feature sponsored by Hellrung & Grimm, local furniture store.

BOB REED, whose home is in Pensacola, Fla., on Sept. 8 joined the staff of WHN, New York, as announcer-pianist.

REDGE ALLEN, until recently announcer-production man at WHOM, Jersey City, has been appointed program director for WDNC, Durham, N. C.

WALTER KELLY, whose last two years of radio work has been divided between WAAT and WHOM, Jersey City, on Sept. 8 assumed his duties as program director of WRBX, Roanoke, Va.

HARRY GOLDER, former college debater from Wayne University, Detroit, has joined the announcing staff of WXYZ, Detroit.

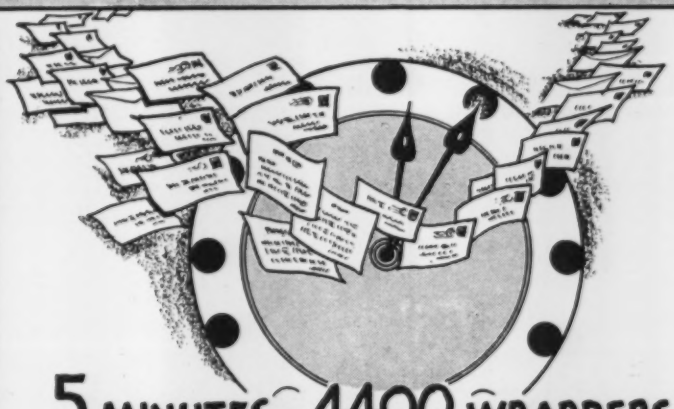
JOHN LAING, formerly of WNEW, Newark, on Oct. 1 joined the announcing staff of NBC in Washington. He succeeds Don Douglas, who has resigned to go to Hollywood.

ABOUT RADIO IN SOUTHERN CALIFORNIA
It's a Fact!
YOU DON'T NEED A CIRCUS TENT TO COVER YOUR CAR WHEN IT RAINS ...
AND
YOU DON'T NEED 50,000 WATTS TO COVER THE LOS ANGELES METROPOLITAN MARKET...
CALIFORNIA
50,000 WATTS MORE THAN YOU NEED
CALIFORNIA
1000 WATTS PLENTY OF POWER AND CHEAPER
Because THIS MARKET, COMPRISING 50% OF CALIFORNIA'S TOTAL POPULATION SEWED UP IN 1% OF ITS AREA, IS ALL WITHIN A SHORT 40 MILE RADIUS OF KFWB OFFERING ADEQUATE POWER AND LOW RATES
2500 WATTS
..enough power to do the job
950 KILOCYCLES
..in the middle of the dial
KFWB
LOS ANGELES
OWNED & OPERATED BY WARNER BROS. MOTION PICTURE STUDIOS
NOTE: Facts, figures and other information on request

STRANGE FACTS ABOUT RADIO

STORM FORMS CORONA 'ROUND TOWER!

DURING SEVERE ELECTRICAL DISTURBANCES A DISTINCT CORONA, CAPABLE OF BEING PHOTOGRAPHED, FORMS AROUND WSM'S 878 FOOT (AMERICA'S TALLEST RADIO) TOWER. ADD SIMILES: TOWER DRAWS LIGHTNING LIKE WSM DRAWS RESULTS.



5 MINUTES - 4400 WRAPPERS!

IN RESPONSE TO A WORDS-OF-A SONG OFFER MADE ON ONE 5-MINUTE PROGRAM WSM RECEIVED 4400 WRAPPERS FROM A CERTAIN PRODUCT.

5,000 School Teachers Turn Producers

LAST YEAR 5000 SCHOOL TEACHERS IN 20 STATES, HEARD, REQUESTED, RECEIVED AND PRODUCED IN SCHOOLS A SERIES OF HEALTH DRAMAS ORIGINALLY BROADCAST OVER WSM.

WSM HAS ONE OF THE LARGEST TALENT STAFFS OF ANY INDEPENDENT RADIO STATION IN NORTH AMERICA. 225 ARTISTS ON CALL - PLUS COMPLETE FACILITIES FOR ORIGINATING AND PRODUCING SHOWS. WRITE FOR COMPLETE DETAILS. NEW AUDITORIUM STUDIO NOW BEING BUILT - TO SEAT 500

SPOT BROADCASTS Merchandised in 500,000 homes a week

EVERY WEEK, 3000 REPRESENTATIVES OF THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY GET INSIDE APPROXIMATELY 500,000 HOMES BY TALKING WSM INSTEAD OF INSURANCE. NEAT REFILL JOB IN VISUAL SALES BOOK, *SHOWN INSIDE THE HOME*, GIVES CURRENT SCHEDULE, PROGRAM TIME, AND CORRECT TRADE NAMES OF WSM SPOT BROADCASTERS. A THOROUGH, VALUABLE MERCHANDISING SYSTEM AVAILABLE THROUGH WSM ONLY. WRITE WSM OR EDWARD PETRY & CO. FOR COMPLETE DETAILS.

NOT STRANGE IS THE FACT THAT ADVERTISERS REPORT OUTSTANDING RESULTS FROM WSM PROGRAMS. FRANKLY DISSATISFIED WITH RADIO'S STEREOTYPE MERCHANDISING, WE ARE CONSTANTLY TESTING, REVISING, REACHING OUT FOR NEW METHODS. YOU OUGHT TO KNOW MORE ABOUT WSM - AND COMPLETE DETAILS ARE AVAILABLE. WRITE FOR THEM - FOR COMPLETE FOOTBALL SCORES, TUNE IN WSM'S MUSICAL SCORE BOARD EVERY SATURDAY NIGHT AT 6:PM C.S.T. SCOOPS THE PAPERS.

650 Kilocycles NBC Affiliate

WSM

50,000 Watts Cleared Channel

A new factor in the movement of merchandise
3,000 Field Men in 21 states are pulling for you!

Owned and operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.

NASHVILLE, TENNESSEE

EDWARD PETRY & CO., New York, Chicago, San Francisco, Detroit, Exclusive National Representatives

BOUND To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get many of the past issues of BROADCASTING because of the great demand from subscribers.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow metal binding strip does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $3.00 Postpaid

(Your name in gold 25c extra)

BROADCASTING
Broadcast Advertising

870 National Press Bldg. Washington, D. C.

HOMER WELLBORN has joined the staff of KNX, Hollywood, as staff sports anouncer for the season.

ARCHIBALD S. GRINALDS, Jr., formerly of the news staff of the *Augusta* (Ga.) *Chronicle*, has joined the announcing staff of WBT, Charlotte.

HOWARD CHAMBERLAIN, announcer at WLS, Chicago, and Mrs. Chamberlain are parents of a six-pound son, born Sept. 2 at Battle Creek, Mich.

CLEMMIE REID, of the program staff of WBT, Charlotte, has resigned to devote all of her time to building up the "Modern Melody Maids" trio.

EUGENE (Bull) CONNOR, sports announcer at WBRC, Birmingham, Ala., has been elected to the Alabama legislature after a campaign conducted entirely over the air.

ANTONIA LOPZEZ, NBC maestro, has been named assistant musical director for WFLA, Clearwater, Fla. Mardi Liles, formerly of Jacksonville, Fla., has joined the WFLA announcing staff.

HAROLD B. CARR has resigned as assistant manager of WOAI, San Antonio, to join the production staff of WLW, Cincinnati.

"March of Time" Back

AGAIN sponsored by *Time* Magazine, "The March of Time," sponsored last season by Remington-Rand, Inc., Buffalo, N. Y., on Oct. 5 resumed for its fifth season on a nation-wide network of 40 CBS stations. It will be heard Fridays, 9-9:30 p. m., EST, with practically the same cast as before supervised by Arthur Pryor, Jr., radio director of Batten, Barton, Durstine & Osborn, New York, which handles the account.

IN THE CONTROL ROOM

CHARLES H. PEASE has been appointed chief engineer of WINS, New York. He has been associated with broadcasting for 13 years and has been connected with NBC in Chicago and WISN, Milwaukee. A few years ago he owned and operated his own radio station, WCAY, Milwaukee.

CLIFF FRAZER has joined the technical staff of WICC, Bridgeport, Conn., with Frank Ferris moving to the New Haven offices and George Keich replacing Ferris in the Bridgeport control room.

LOUIS J. LINK, chief engineer of WSUN, Clearwater, Fla., is convalescing following an appendicitis operation, Sept. 23.

L. A. SCHUTTIG, formerly with the General Communications Laboratories, is now associated with the Radio Research Co., Inc., Washington.

MARK BULLOCK, of Lincoln, Neb., who supervised installation of the 2,500-watt equipment at KOIL, Omaha-Council Bluffs, will remain in charge of the plant.

VIC CHAMBERS, engineer at WKRC, Cincinnati, and Mrs. Chambers are parents of a second child, a girl, born Oct. 2.

TOMMY CALLAHAN, supervisor of the control room of WBT, Charlotte, N. C., was stricken with appendicitis Sept. 25, and has now returned to work.

RALPH D. DUBOIS, formerly of KVOA, Tucson, Ariz., is now chief engineer of KFYO, Lubbock, Tex. Leo Colvin McConnell, former chief engineer of KFYO, has left to join the technical staff of WDAG, Amarillo, Tex.

The Only Network Station In Western Montana

KGIR "The Voice Of Montana" BUTTE

SILVER IS UP—
Sending
The Buying Power
of the
Western Montana Mining Region To a New High

**NBC will now allow you to purchase K G I R without taking any other North Mountain Station.*

SEE NBC RATE CARD 16

For increased sales *add Butte to your Western Network Program

Over 50% of Montana's Population Lives in Our Coverage Area

BUTTE KGIR MONTANA

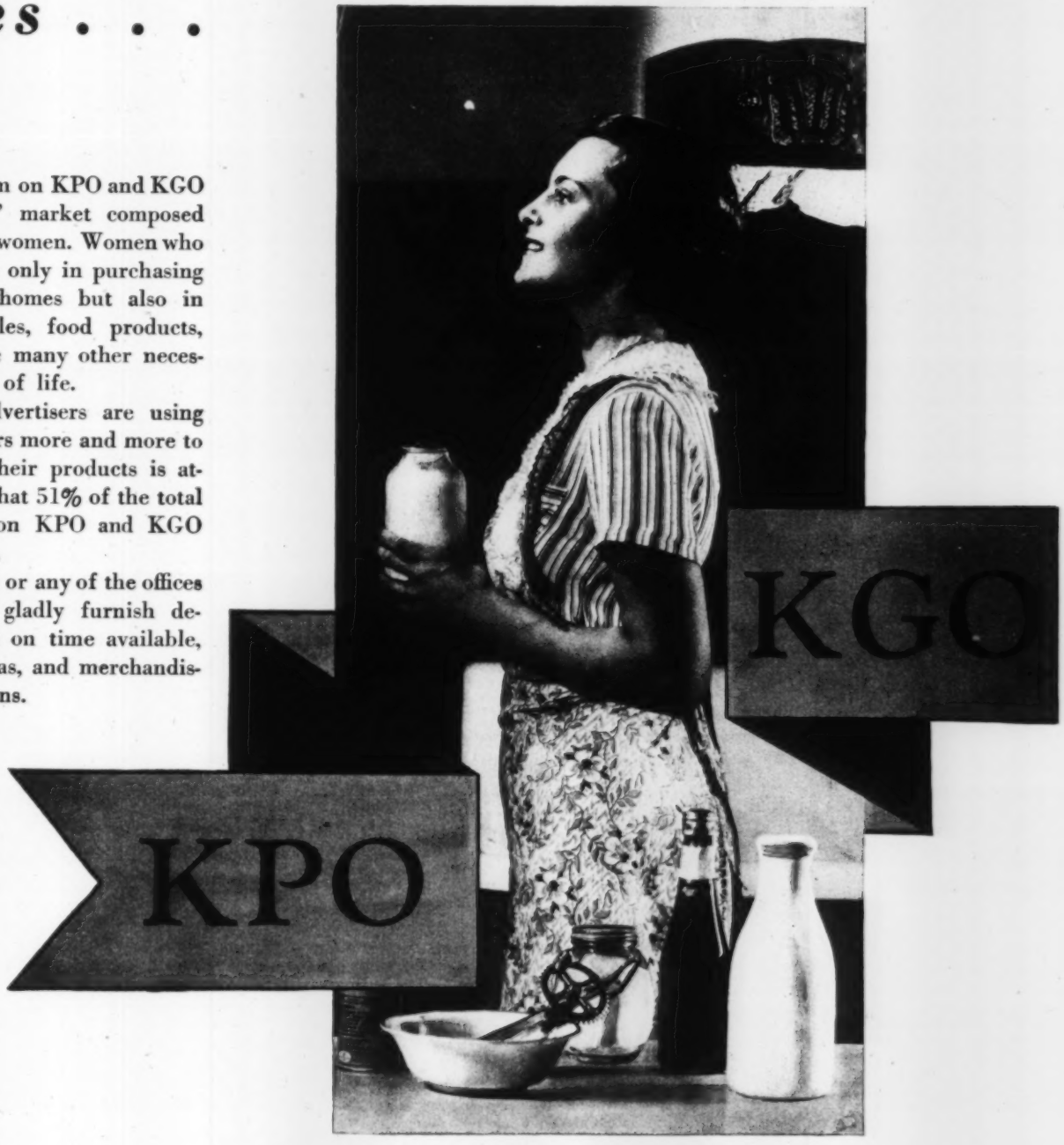
1000 Watts NBC Western Montana Outlet

Let Daytime Radio *put your product in* SAN FRANCISCO *homes . . .*

A daytime program on KPO and KGO reaches a "class" market composed almost entirely of women. Women who are interested not only in purchasing things for their homes but also in clothes, automobiles, food products, cosmetics, and the many other necessities and luxuries of life.

That wise advertisers are using these daytime hours more and more to tell the story of their products is attested by the fact that 51% of the total sponsored hours on KPO and KGO are daytime hours.

Either station or any of the offices listed below will gladly furnish detailed information on time available, rates, program ideas, and merchandising tie-in suggestions.



NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ | WRC & WMAL | WMAQ & WENR | KPO, KGO & KYA

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

Station Analysis for Advertiser

(*Continued from page 17*)

signal strength the advertising value of a station drops sharply, because consistent and dependable reception of programs is hampered.

As to Modulation

BUT SIGNAL strength is not the only criterion of absolute coverage. What about the percentage of modulation? Suppose two competing stations had the same signal at a given point, or averaged about the same signal throughout the entire service area, but that Station A offered a 100 per cent modulated carrier, while the best Station B could do was 70 per cent modulation. In this case Station A would seem much stronger, or louder, to the listener than B. Also the chances are that there would be much undesirable hum, or background noise, on the station of lower percentage of modulation, and, if other things were equal, this would give Station A an absolute advantage of some importance. Agencies should be aware that there are several recognized laboratory research organizations who offer the services of their engineers and equipment to radio stations at reasonable rates. These organizations can provide certified statements of various technical data, such as percentage of modulation, overall frequency response, etc., and we believe agencies should demand this information from the stations.

And now we come to a relative point, about which there seems to be no common agreement in the industry. That is the operating frequency, or place on the broadcast spectrum occupied by the station. Stations in the center of the dial claim a relative advantage in getting random listeners, while stations on the lower frequencies claim an absolute advantage because of a more favorable ground wave, a result of the attenuation factor. This point, however, should be classified under signal strength, rather than place in spectrum, although they are interrelated.

Tone Quality

PROBABLY the only case in which position in the broadcast spectrum plays a part of any importance at all is where there are three or more stations in one city. As a hypothetical illustration, suppose a city had two regional stations, one on the 550 kc. channel and one on the 1470 kc. channel, as well as a local on the 1200 kc. channel. In this case the local would have a 2 to 1 advantage over either of the other stations, or a 1 to 1 advantage over them both combined, in catching the dial turning listeners. Just how much this is worth is at best problematical, but it is a point to consider.

With radio receiving sets, as a whole, definitely out of the "tin pan" class, listeners are demanding that the stations to which they listen be able to at least give as perfect frequency response as their sets are capable of reproducing. In other words, the station with the best overall frequency response, or tone quality, has a definite advantage. Even with the technical progress made within the last few years, there are still a few stations that are hangovers from the good old headphone days when tone quality and modulation meant exactly nothing. Here, again, agencies may make use of certified technical data, which all stations should provide for their clients and prospective accounts.

Another technical factor that should be at least considered is the consistency of uninterrupted transmission, or the station's record of dependable operation. This is the station's guarantee that the sponsor's program will be presented without any "outage," or interruptions. It is worth exactly what it would cost to insure the program's unbroken presentation if such insurance could be bought. Then, too, the frequency separation from competing stations is a point to be considered if the analysis is to be complete. Obviously a station with a 50 kc. separation from any other station heard in its service range would enjoy an advantage over one having a station of only 10 or 20 kc. separation from another station within its service range..

Importance of Programs

EVEN THOUGH there may be millions of people within the dependable service range of a given station who represent a great potential buying power, and if the technical factors of the station are as nearly perfect as the art affords, the station will be worth little to the advertiser unless the production efficiency of the station is up to certain standards.

To begin with, let us say that one of the principal factors in getting or losing a consistent listening audience is the calibre of the average program. A few "big name" programs during the week will amount to less than 5 per cent of the entire schedule, which could hardly be expected to hold an audience the remaining 95 per cent of the time.

Also the balance of the programs on the daily schedule is to be reckoned with. Good programs maldistributed tend toward monotony or inappropriateness. An exaggerated example of this is a schedule that would have all its dance music in one group, followed by all the household programs, then all the religious programs, after which all the dramatic skits, and so on to the monotony of silence for listeners. Slumber music for breakfast and setting up exercises at dinner time are examples of inappropriateness. The best programs in the world presented at the wrong time are no better than mediocre programs with a thought of appropriateness or listener acceptance.

Grades of Announcers

WHAT ABOUT the announcers? Are they all the same? Good stations have good announcers, but even at that some good announcers can cause listeners to act according to the wishes of the advertiser better than other good announcers.

And, too, we must not forget about the station's operating schedule. Would you not expect a station that comes on the air at six in the morning and operates continuously until midnight to have a relative advantage over a competitor that operates only during specified hours, or shares time with another station?

Some of the better-equipped stations have facilities for special production work, which enables them to produce difficult presentations or to take advantage of emergency broadcasts that may arise. This point can not be measured, of course, in black and white, but it could mean a definite advantage for one station over its competitor.

Another factor that figures slightly in a station's commercial value is the prestige held by the station in the community. Two stations may apparently have the same to offer, yet one might enjoy a shadow of prestige that could arise from being a pioneer station, its studio location might command respect, or it might be known that it was super-financed or backed by an organization of prestige itself, any of which could stamp the wares of the station as sterling. On the other hand, a good station could be handicapped by being backed by an organization, such as a newspaper, utility, or religious group, on which the people went "down," resulting in what might be called a listeners' strike.

Lack of Confidence

WE MIGHT also point out that the intelligence of the station management should be included in a complete analysis of the station's value. Upon this intelligence rests the outcome of many variables and intangibles, such as censorship of advertising, discretion, etc. It is quite conceivable that people will listen to a station's presentations, yet be skeptical of the advertising messages from past experience with too many "gyp," cost-per-inquiry accounts.

No matter where you start in or what you consider in evaluating the services of any station, you always wind up with the most tangible point in any station's sales set-up. It is the rate card. It tells you what the station thinks its services are worth. The station offering the most listeners isn't always as big a value as the station playing second fiddle to it. A station's advertising value may be determined in an arbitrary manner by multiplying its relative score on the above analysis by its rate for the service desired.

"Flash" for News

THE WORD "flash" has been reserved for Press-Radio news at KOMO and KJR, Seattle. Believing the word "flash" has been overworked in radio continuity, Birt Fisher, general manager, has given orders that henceforth the word "flash" must not be used for commercial continuity. KOMO and KJR both subscribe to the Press-Radio Bureau bulletins, and head the Press-Radio Bureau teletype conferences in the Northwest. The news is teletyped to eight Washington and Oregon radio stations from an automatic perforator at KOMO.

SELL CALIFORNIA
TO CBS Northwest Unit
91.2% of California's Population Reside Within the INTENSE Listening Areas of the 8 Don Lee Stations.
There are two and three-quarter billions of dollars of retail sales in the Don Lee Area. That's 86% of the state's entire business.
Let Don Lee carry your sales message to this rich market where distribution of your product is economically secured. As outlet for the Columbia coast-to-coast programs, plus excellent local entertainment, you are assured a major audience at all times.
If you want to sell the Coast or any part of it, wire or write for information
DON LEE BROADCASTING SYSTEM
C. Ellsworth Wylie
General Sales Manager, Los Angeles
7th at Bixel Street, Los Angeles
1000 Van Ness Avenue, San Francisco
SACRAMENTO
STOCKTON
SAN FRANCISCO
FRESNO
BAKERSFIELD
SANTA BARBARA
LOS ANGELES
SAN DIEGO
8 STATIONS
Los Angeles KHJ
San Francisco KFRC
San Diego KGB
Santa Barbara KDB
Sacramento KFBK
Stockton KWG
Fresno KMJ
Bakersfield KERN
DON LEE BROADCASTING SYSTEM

Few Ad Complaints Foreseen by FTC

All But Five Stations Comply With Continuity Order

"VERY FEW complaints" against either advertisers or broadcasting stations are foreseen by the Federal Trade Commission in its survey of broadcast advertising continuities, based on the more than 117,000 continuities already reviewed.

According to a formal announcement by the commission all but five of the 598 stations in the country and all of the networks and transcription companies had complied with the request that continuities be submitted up to Sept. 10. Of the five delinquents, one is in Alaska and another in Hawaii, it was pointed out, so that it was entirely possible that these two stations have complied, but that their continuities are in transit.

The Commission commended the industry as a whole for its gratifying cooperation and stated that it anticipates "it will be necessary to issue very few complaints against either advertisers or broadcasting stations." The continuity survey, launched this summer, was for the purpose of enlarging the commission's work in checking periodical advertising, which it has done for a score of years, to embrace radio.

"Of the programs submitted to the commission," the announcement said, "members of its staff have examined 117,357 and have on hand more than 50,000 which are now under examination. Of the 117,357 advertising programs already examined, 97,356 have been filed without action, having been passed as free from violation of the law prohibiting false and misleading advertising in interstate commerce. The remaining 19,991 programs already examined are being further checked, but it is probable that of these only a small percentage will be found to be in violation of the law.

Compliance Is Prompt

"WHERE programs are found to contain false or misleading statements, in violation of Section 5 of the Federal Trade Commission Act, the stations are communicated with and, generally speaking, the broadcasting companies and stations are taking the necessary steps to eliminate all objectionable matter and bring the advertising programs within the law."

The commission explained that on July 30 it advised stations that transmittal of advertising continuities might be discontinued until further notice. Its plan, it is understood, is to call for samples during the fall so that it may have a cross-section of winter program continuities. The thought is that radio program advertising is largely seasonal and samples for each season of the year are considered sufficient. Network and transcription companies, however, have not been instructed to discontinue submission of sample continuities.

"It is the commission's expectation," said the statement, "that within a short time every broadcasting station in the country will be filing its advertising programs and that compliance will be 100 per cent."

COURT DRAMA

WSGN Reenacts Murder Trial; Ministers Approve

BROADCASTING the complete testimony and closing arguments in a sensational murder trial, WSGN, Birmingham, captured local attention for one week in September. The trial of Harold Taylor, gasoline station attendant, for the murder of Faye New, college co-ed, was re-enacted nightly in dramatic form.

Four stenographers and Jack Keasler, WSGN production manager, were stationed in the courtroom to take down the proceedings. Each evening at 7:30 WSGN dramatized the entire day's testimony, using different voices for each witness or principal in the case. Even the comments of the judge, the cries of the bailiff and the noise in the courtroom were introduced to lend realism. Each night's broadcast ran from three to four hours.

Over 5,000 cards and letters were received in two days. Of this number only three complained. Due to the sensational sex incidents introduced at the trial it was necessary for WSGN to blue pencil a few passages. This action was explained to listeners. Some fifteen ministers wrote in expressing their approval for the moral lesson contained in the broadcast. Comments of approval from temperance workers, mothers, and young people were noted in the mail.

All Baltimore Stations Linked by Meat Packer

FOR WHAT is claimed to be the first time in radio history, all of the broadcasting stations in a city have been linked for an independent commercial program. The scheme was tried by the Schudelberg-Kurdle Co., Baltimore (meat packers), on Sept. 16 and the response is reported to have proved its success to the sponsor's satisfaction.

Opening "Esskay Week" via radio, the sponsor arranged, through Van Sant, Dugdale & Co., Baltimore agency, to hook up all Baltimore stations at 6:30 on Sunday evening. The program originated in WBAL and was carried by WFBR, WCAO and WCBM.

Better Eyesight Series

THE OPTOMETRY department of Walkers, Los Angeles department store, has renewed its radio campaign through Fred Wesley & Associates, Los Angeles agency, using a series of 5-minute transcription skits produced at the Freeman Lang sound studios in Hollywood. The new series of 18 discs will be rotated through six Los Angeles stations, with prospects of using them on inland Southern California spots when the city series is over. Mayfield Kaylor, production manager of KTM, did the script and production. They dramatize incidents in daily life with happenings attributed to eyesight difficulties, ending with the suggestion that correction can be secured at the department in the store.

S.R.O.

(Standing Room Only)

.THE BEST PROOF OF PUBLIC ACCEPTANCE. IS THE ONLY "AD" WE CAN WRITE FOR

KSTP

The foregoing is merely to remind you that it would be well to "make reservations early" if you want a profitable sales showing in the 9th U. S. RETAIL MARKET. For in this metropolitan area of more than 1,142,000 population, which spends 74.3 cents of every dollar in Minnesota, KSTP leads by a wide margin in listener preference.

Get in Touch With:
FORD BILLINGS
General Sales Manager
KSTP
Minneapolis, Minn.
or our
National Representatives:
NEW YORK
Paul H. Raymer Co.
CHICAGO—DETROIT
SAN FRANCISCO
Greig, Blair & Spight, Inc.

KSTP

MINNEAPOLIS - - ST. PAUL

DOMINATES THE 9th U. S. RETAIL MARKET

Twin City Radio Service Checked for Advertisers

A DAILY check-up of all Twin City radio stations, showing all the details of programs broadcast, is now being made daily by the Commercial Radio Log Service, under direction of Edward P. Shurick, former Minneapolis manager of KSTP, St. Paul, and furnished client radio advertisers. A staff of 28 college women gathers the information from radio receivers in scattered sections of the two cities.

The information gathered shows the time each program started and ended, checks on the name, telephone number and address of the sponsor, and gives data on type of program, announcer's delivery, quality of broadcast, commodities advertised and prices quoted. Mr. Shurick recently left KSTP to start this service with headquarters at 405 Thorpe Bldg., Minneapolis. C. S. Denny, formerly with the Curtis Publishing Co., has been named its manager.

ZENA JONES, secretary to Harry Stone, general manager of WSM, Nashville, won a prize recently by submitting to a periodical the "do-you-know" fact that due to the difference in the speed of radio and audio waves a person listening to a sermon being broadcast over the radio actually hears it before the people in the rear of the church do.

SIMPLE FACSIMILE
Charles J. Young Explains System at I. R. E. Meeting

THE INSTITUTE of Radio Engineers in session at Philadelphia Oct. 2 heard Charles J. Young, research engineer of the RCA Victor Co., describe a new and simplified radio facsimile system which reproduces messages, maps, and pictures directly on ordinary white paper without further processing.

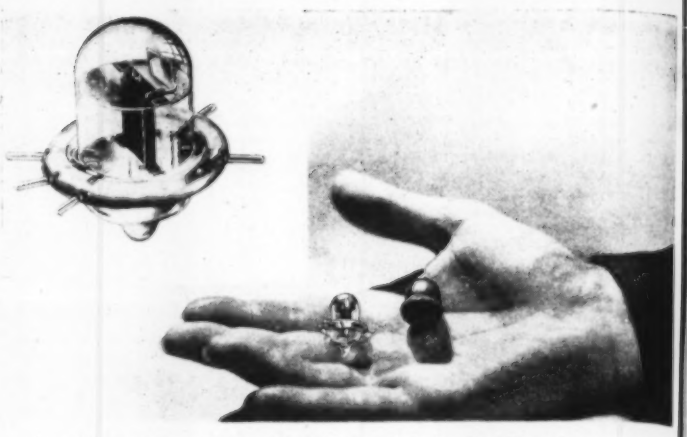
Messages have been recorded on paper 8½ inches wide at the rate of 1.2 inches a minute, Mr. Young said. This means that about eight minutes is required to fill an ordinary letter size sheet.

Mr. Young, who is the son of Owen D. Young, said the scanner, or transmitting device, is similar to that generally used in picture transmission. Ordinary carbon paper is used in the recording device.

Weather maps have been transmitted daily by this system over a period of months from New York to ships in the North Atlantic.

Duff Continues

P. DUFF & SONS, Pittsburgh (Devils Food Mix) will continue indefinitely the 5-minute presentations, "Duff Minute Manners," on the following stations: WOR, Newark; WBZ-WBZA, Boston; WGY, Schenectady; KDKA, Pittsburgh. Mrs. John S. Reilly, New York social registerite, gives the talks. The agency it Batten, Barton, Durstine & Osborn, New York.



RCA Radiotron's New Tiny "Acorn" Tube for Experimenters

A RADICALLY new type of radio tube, resembling an acorn in size and shape, for use by amateurs and experimenters in ultra-high frequency, or micro-wave reception and transmission has been announced by the Amateur Radio Division of the RCA Radiotron Co., Camden, N. J.

Amateur radio experimenters, who have been credited with being the first to open up the practicable possibilities of short waves, are new exploring the possibilities of the extremely short, micro-waves, which are similar in some ways to light rays because they seem to react out only as far as the eye can see. Comparatively little is yet known about the micro-waves, and they offer an attractive field for research and experimentation which the new acorn type tube should advance.

In announcing the new device, RCA Radiotron emphasized that it has been developed for amateur and experimental use, and is in no way to be considered as a substitute for use in conventional types of receivers. The tube, which has been designated by the number RCA-955, is a heater-cathode triode, which may be used as an amplifier, detector, or oscillator at frequencies up to 600 megacycles, or about half a meter in wavelength. The new tube is the only triode capable of operating at ultra-high frequencies and it is therefor indispensable for use in the 2½ meter and lower wave-length bands.

Although the "955" is not especially designed to be a transmitting tube, it may be used as such just as other receiving tubes are used in transmitters by amateurs. When used for this purpose, sufficient power output is usually obtainable to cover the line-of-sight transmission distances which are generally reached by micro-wave transmissions. Because of its extremely small size, the acorn type tube is especially suited for use in portable radio equipment where conservation of space and weight is important.

The essential characteristis of the 955 acorn type tube are: heater voltage, 6.3 volts; heater current, 0.16 amperes; maximum plate voltage, 180 volts; grid voltage, 3 volts; maximum plate current, 4.5 milliamps; mutual conductance, 2000 microohms; amplification factor, 25; plate resistance, 12,500 ohms.

INDIANA'S ONLY NBC OUTLET

D. E. "Plug" Kendrick, *General Manager*

L. L. "Jake" Jaquier, *Commercial Manager*

INDIANAPOLIS, INDIANA

Stations' Rights to Join FCC Hearings Sustained

AN IMPORTANT legal precedent, holding that the FCC may not convene a hearing involving the establishment of new broadcasting facilities in a given community where existing stations claim they would be economically injured or their service impaired, unless those existing stations are permitted to participate, was established Oct. 2 by the Supreme Court of the District of Columbia.

With a bill in equity before him filed by WREN, Lawrence, Kan., protesting against the FCC act in scheduling a hearing on the application of WHB, Kansas City, Mo., for increased facilities, Justice Peyton Gordon denied the motion of the FCC to dismiss. The bill was filed for WREN by Paul M. Segal, Washington attorney. The FCC has 20 days from Oct. 2 in which to take an appeal to the United States Court of Appeals for the District of Columbia, or to file an answer to the WREN bill for a permanent injunction.

Facsimile News Tabloid Foreseen by Dr. Caldwell

ARRIVAL of a separate radio news service "with facsimile transmission of a tabloid newspaper to home radio sets" is being hastened by the "present collapse of the press-radio entente," according to O. H. Caldwell, former federal radio commissioner and a staunch opponent of the so-called press-radio agreement. Dr. Caldwell is the editor of several McGraw-Hill publications in the radio set, research and electrical fields.

This little facsimile newspaper, which will be transmitted between 1 and 6 a. m. through an inexpensive device attached to the receiver, according to Dr. Caldwell, will will carry radio programs, news headlines, cartoons, styles and news pictures.

"Radio is in top position when it comes to dealing with the newspaper publishers," he asserted. "Armed with the strength of facsimile, radio need ask leave of no other group—any more than sound movies asked permission of the silent films to replace them with an improved service."

New WOR Station Will Test Effects Of High Frequency

50 kw. Transmitter Plant To Be Ready in November

WOR's new 50,000 watt transmitter at Carteret, N. J., which is expected to be completed by Thanksgiving Day, is to be a permanent laboratory for determining what effects a high-frequency radio field has on human, animal and vegetable life, and on meteorological conditions.

Equipment will be installed, in cooperation with several educational and scientific institutions, to test some of the many theories that have been advanced about the effect of high-frequency radiation on atmospheric phenomena, notably humidity and precipitation. This will necessitate the keeping of complete records of humidity and rainfall on the transmitter site, as well as in the surrounding area, over a long period of time, to make possible an adequate comparison with the available records for the county.

First Scientific Test

IT IS POINTED out that while little credence is given the arguments advanced in periods of unusual weather conditions that broadcasting causes droughts and also causes cloudbursts (according to which catastrophe the complainant happens to be suffering from), so far as is known no tabulations have been made over an extended period to provide facts for a refutation.

Personnel at the transmitter will be periodically weighed, and submitted to eyesight and hearing tests, to ascertain whether the radiation from the transmitter affects them in any way.

The Agricultural College of New Jersey will work with the station officials in studying the effects on plant growth, and on plant and animal parasites. The area underneath the antenna system is to be planted with edible and ornamental vegetation, and its growth will be compared with that on similar soil areas, outside the transmitter field.

The transmitter building will house, in addition to the new Western Electric 50,000 watt apparatus, the 5,000 watt set now in use, as an auxiliary, and also airway radio beacons and a short-wave transmitter. The antenna system, consisting of twin towers 385 feet high, will be situated some distance from the building, so as to reduce mutual interference.

The architects are Voorhees, Gmelin and Walker, of New York, and the contractors are Mahoney-Troast, of Passaic, N. J.

CHICAGO headquarters of Hygrade Sylvania Corp., tube manufacturers, have been moved to 612 No. Michigan Ave., with Fred H. Strayer and Charles Marshall in charge of the equipment tube division. A special sales meeting of the staff of the company was held in the new quarters Sept. 6 with Charles G. Pyle, sales supervisor, presiding, and with field representatives present from throughout the Middle West.

Wisconsin Group Formed

THE BERT HORSWELL Co., 260 North Michigan Ave., Chicago, has been appointed station representatives for a group of seven Wisconsin stations. The group comprises WCLO, Janesville; WKBH, La Crosse; WHBL, Sheboygan; WHBY, Green Bay; WIBU, Poynette; WRJN, Racine, and WTAQ, Eau Claire. The stations were said to be equipped to clear time simultaneously for transcriptions. The Horswell company was recently organized and acts as exclusive representative for the stations. S. H. Bliss, vice president and general manager of WCLO, was instrumental in aligning the group on a cooperative basis.

RUDY VALLEE'S Fleischmann Yeast period on NBC will be used, along with a big schedule of newspaper and magazine copy, to introduce Standard Brand's new yeast cake, known as "XR," as part of a big campaign being handled by J. Walter Thompson Co., New York.

MONEY TALKS
WHAM Announcers Also Learn Promptness Pays

HAVING decided that money does talk, WHAM, Rochester, has posted a schedule of fines for announcers who are not at the mike when they should be. For instance a station announcement of the garden variety the penalty is 25 cents per week for six months. The unhappy man who fails to arrive at the studios in time to speak his piece when the station goes on the air in the morning, will find his salary depleted $1 per week for three months.

Announcers are frothing in jealousy at the foresight of the WHAM transmitter operators who long ago went on the "sugar bowl system." Upon making a mistake in his duties, the transmitter man tosses a dime into the sugar bowl, and at the end of the month the operator with the fewest black marks takes the resultant "pot."

Officers, Staff of WIP Named by New Owners

PENNSYLVANIA Broadcasting Co., which is dominated by the Gimbel Brothers department store interests, having recently acquired the remaining half interest in WIP, Philadelphia, announces the election of officers and staff as follows: Ellis A. Gimbel, president; Benedict Gimbel, vice president and general manager; Franklin Lamb, executive vice president; G. A. Lough, treasurer, and Bernard Brown, secretary. The board includes Richard Gimbel, Charles Edwin Fox, Kenneth Collins, Arthur Kaufman and Ellis A. Gimbel. Benedict Gimbel, who previously had been manager of WIP, returns to that post from being merchandise manager of the Gimbel store. Mr. Lamb formerly was with R. H. Macy Co., New York, where he was connected with WOR. Bart McHugh, president of WIP, has joined WCAU, Philadelphia. G. F. (Jerry) Crowley remains at WIP as program and publicity director.

WWJ
First
IN LISTENER INTEREST IN AMERICA'S 4TH MARKET
Every impartial survey shows WWJ FIRST in listener interest in Detroit. America's pioneer radio station will take your message into more and better Detroit homes because the excellence of its own sustaining features has won an audience which cannot be lured elsewhere.
National Representatives
GREIG, BLAIR & SPIGHT, INC.
New York Chicago
San Francisco Los Angeles
First Radio Station In the World to Broadcast Regular Daily Programs

Ex-Grid Star Coaching Between Bakers Series

OZZIE NELSON, rising young NBC dance band maestro, spends his spare time between the Bakers Broadcasts for the Fleischmann Yeast Co., on an NBC-WJZ network, helping develop a football team at Rutgers University. Nelson used to be an all-Eastern quarterback and was one time coach of Lincoln High School, Newark.

The program also brings back to the air Joe Penner, popular young comedian, following an engagement in Hollywood, where he was featured in "College Rhythm," a new movie soon to be released.

Maine State Network

FOUR MAINE stations—WLBZ, Bangor; WCSH, Portland; WRDO, Augusta, and WAGM, Presque Isle—joined together as a statewide network Sept. 10 to give the people intense radio coverage of the Maine election returns. Embracing a geographical area equal to the combined areas of all other New England states, the network undertook to blanket the state with instantaneous service on the balloting. Arranged by WLBZ, the state chain drew excellent support and "demonstrated the practicability of such a hookup on future occasions," said Thompson L. Guernsey, operator of WLBZ.

MORE MORE MORE

Renewals

That's what the following firms ask for:

General Mills Inc.
General Foods Corp.
Planters' Edible Oil Co.
United States Lines
Geo. F. Steinweg Travel Bureau
Holland House Coffee
Maryland Pharmaceutical Co.
Van Camp Oil Co.

Do You Know Why?

W-I-N-S

AMERICAN RADIO NEWS CORPORATION

114 East 58th Street New York City

The Voice of The New York American and The New York Evening Journal

Index to Station Value for Advertising

(*Continued from page 17*)

over 100,000 population, requiring 10 millivolts per meter according to FRC standards, only 29.4 per cent of the cities surveyed had three services of over 10 millivolts, 52.9 per cent had two services of that level, and 82.3 per cent had one service, the balance none. This includes *all* stations, even local stations delivering the required level qualified in the ratings.

For cities from 25,000 to 100,000, which also require 10 millivolts per meter under FRC standards, the percentages are as follows: 10 millivolts per meter, three services, 5.5 per cent; two services, 5.5 per cent; one service, 33.3 per cent. The figure for 2 millivolts per meter for this group runs little better: 16, 24, and 56 per cent, respectively. Cities from 10,000 to 25,000 may be assumed to require 2 millivolts under the FRC standard. Only 12.5 per cent of the cities surveyed had three such services, 25 per cent had two, and 50 per cent had only one. The balance had none.

I could offer a great many additional figures, but they all point to the same conclusion: the standards of 10, 2, and 0.5 millivolts per meter, while theoretically entirely acceptable, do not, in practice, represent the minimum levels which are habitually used by listeners with entire satisfaction in urban, suburban, and rural areas, respectively. Furthermore, I hold that service standards are determined by the available signal values in particular areas and not by specific values of field intensity, according to an arbitrary universal standard.

What Advertiser Learns

THE LISTENER selects his program from among the services offered him, regardless of their specific level in millivolts. He usually selects the stations in the order of signal value, preferring the loudest station that gives him a satisfactory program. One or two stations are the "best," one or two are "fair," and the balance are "poor." In one community the two best may be 85 and 55 millivolts, the fair stations 27 and 17, and the poor stations 11 and 7 millivolts, respectively; in another, "best," 3 millivolts, 1.8 millivolts; "fair," .9 millivolts, .6 millivolts; and "poor," .3 and .1 millivolts. In a third community the best signals may be only .3 and .2; the fair, .1 and .09; the poor, .07 and .04. This actually approximates conditions which I have observed in the area comprising the coverage standards survey.

What the advertiser should learn is not only where the usually recognized levels are delivered, such as 5, 2, and 0.5 millivolts, but lower values also, when it can be shown, by measurement of competing stations, that they are top-notch levels in the whole or in a substantial part of the station's area.

Field Intensity Maps

BROADCAST stations desiring to offer useful coverage information to the advertiser should have field intensity contour maps prepared, designating contours in specific terms of millivolts per meter. The minimum contour should be at least as low as 0.5 millivolts and lower where that level is the highest signal available. Where no better signal is available, 0.1 millivolt is quite adequate, and a contour of that level is a valid advertising claim if no signal of higher level penetrates over a substantial part of the area covered by that contour. This is actually the case in many parts of the country, *even in one or two sections of the area of my coverage standards investigation.* However, if contours lower than 0.5 are claimed, comparative measurements should be offered to show that competitive stations offer inferior levels.

In any case, I would consider it unfortunate if we are plunged headlong into ill-considered standards which work unfairly on the broadcasting stations themselves. Let us not undermine so useful a tool to radio station sales promotion as field intensity coverage evaluation by rushing to adopt unworkable standards.

PLANS are being made for the 15th annual convention of the first district, Advertising Federation of America, to be held in New Haven, Nov. 8-10. District Governor Donald Davis, Springfield, Mass., is in charge of the meeting, which will bring together New England advertising clubs.

IF YOU WANT Coverage

WLAC Offers Undisputed Coverage . . . Of a Definite Market . . . At Lowest Cost

"In the Heart of the Tennessee Valley"
Member Station
Columbia Broadcasting System

WLAC 5,000 watts

Owned and Operated by
Life and Casualty Insurance Company
Nashville, Tennessee

High School Assemblies, Classes on WOC-WHO

A UNIQUE educational feature has been inaugurated direct from Des Moines High School Auditorium over WOC-WHO, Des Moines. The 30-minute broadcasts include presentations by the various high school classes and student organizations, as well as frequent talks by educational leaders speaking before the school assemblies. The new series has the personal endorsement of J. W. Studebaker, U. S. Commissioner of Education and superintendent of Des Moines public schools.

Under the supervision of L. E. Watters, director of music education for Des Moines schools, the weekly programs are presented from the stages of the four Des Moines high schools in rotation every Wednesday at 10 a. m. Students from the departments of English, debating, public speaking, drama and music are participating in the broadcasts, which thus give listeners an opportunity to get a "glimpse" into the actual activities of the schools. In the junior forum series, which is held regularly at Lincoln High School, students from social studies classes are permitted to take part in open discussions on current political, social and economic questions. From time to time leaders in various fields appear on the program, according to the usual plan followed by Des Moines high school assemblies.

Stork & Static

THE STORK, whose trouble-making proclivities are customarily limited to domestic life, stopped a Warsaw (Poland) broadcasting station from broadcasting early in August. The bird, an unusually large one, became entangled in the wires of a power circuit, leading to the transmission plant and was killed by the 35,000-watts power.

Radio Editors Get Trial At Directing Programs

TO IMPROVE relations with the radio editors of metropolitan papers and at the same time to experiment with new programs, WINS, New York, is casting the editors as program directors. Each of them has received an invitation from R. L. Ferguson, WINS manager, to outline what he thinks would constitute a good half-hour program, and the station offers its complete facilities to aid in the production of the show, though giving full charge to the guest director. Frankly stated in Mr. Ferguson's letter to the radio editors was his hope that the experiment might prompt them to dial the station more frequently, and if they form a favorable estimate of its programs, list them regularly in their respective papers.

KASPER-GORDON STUDIOS

present

A New Merchandising Program

for a

NATIONAL ADVERTISER

entitled

"HISTORY IN THE MAKING"

This new educational program, ready for immediate production, has been acclaimed by radio critics who have listened to a special audition, the most remarkable series of broadcasts constructed this year! Price and further details upon request.

●

Over 200 New Flesh and Transcription Programs for every type of business—Educational, Musical, Dramatic, Children's, Comedy, Mystery Broadcasts to SUIT THE PRODUCT and the NEEDS of the ADVERTISER!

Write Commercial Department

KASPER-GORDON STUDIOS

New England's Largest Radio Program Producers

140 BOYLSTON ST. BOSTON

WLS PROGRAM RECIPE BOOK

"TODAY'S KITCHEN"

The Cook: Mrs. Mary Lawton Wright, Director of WLS Women's Programs

The Time: Thirty minutes (10:45-11:15 A. M. six days per week)

Ingredients:

1 Time Signal
2 "The Produce Reporter"
3 "Today's Dinner Menu"
4 "Today's Feature Talk"
5 "Thought for the Day"
6 "Today's Kitchen Almanac"
7 "Today's Prize Kitchen Blunder"
8 Weather Forecast for Shoppers
9 Carefully balanced entertainment by WLS artists
10 ADVERTISING MESSAGES OF PARTICIPANTS

(The Foregoing Is an Outline of Each "Today's Kitchen" Program)

WLS

"TODAY'S KITCHEN" WASN'T BUILT IN A DAY....

Nor in a month! We needed a kitchen program, but not the kind that is turned out in a hurry, consists of two or three recipes, and usually invites the listener to tune elsewhere.

We needed a kitchen program that would assist the homemaker in each and every phase of her kitchen activity--and entertain her at the same time.

So we interviewed domestic science authorities, saw agency men and advertisers, tabulated the preferences of women listeners, spent weeks studying the morning kitchen programs of other radio stations--and evolved a varied, educational and entertaining "Today's Kitchen" We spotted it where it would reach a maximum women's audience.

That took months. But the result is worth the effort.

The advertising set-up for "Today's Kitchen" is as novel and revolutionary as the program itself. *We honestly feel that no advertiser or account executive whose product might be suited to this feature can afford not to know more about it.*

THE PRAIRIE FARMER STATION

1230 W. Washington Blvd. CHICAGO

Burridge D. Butler, President Glenn Snyder, Manager

New York Office: Graham A. Robertson, 250 Park Ave.

Crippled Children Chain Exhibit at NAB Meeting Shows Radio's Backing

SO THAT delegates to the NAB convention at Cincinnati might visualize the rapid development of a new phase of radio publicity, an exhibit of the "Crippled Children Broadcasting Chain" was shown through the courtesy of Philip Loucks, managing director. The display consisted of an outline map of the United States and Canada, showing more than 75 stations which are putting on the air each week all or part of a radio bulletin sent out by the International Society for Crippled Children, Inc.

This organization, formed nearly 25 years ago in Elyria, O., conceived the idea of a radio "chain" just a few months ago. Deane S. Kintner was selected as chairman. He was then public relations director of WHK, Cleveland, and former radio editor of the *Cleveland Plain Dealer*. In preparing the bulletins he collaborates with E. Jay Howenstine, secretary-treasurer of the International Society.

Station acceptance of the "chain" idea has been so much more general than was anticipated that a new solicitation is being made, and soon more than 100 broadcasters are expected to be aiding the crippled children movement by disseminating up-to-the-minute information concerning it.

Several hundred copies of the bulletin go out, not only to radio stations, but also to public libraries, state and local crippled children's societies, educators, therapeutic workers and others in this country, Canada and abroad.

Officially back of the International Society are Edgar F. Allen, of Elyria, its founder and president emeritus, and Paul H. King, prominent Rotarian in Detroit, president. With the exhibit at Cincinnati were Messrs. Howenstine and Kintner.

ALTHOUGH the British Broadcasting Corp. recently gave up the 24-hour clock because of public apathy, Swedish radio authorities have decided to use it because of the success with it achieved by the Swedish telegraph and railway services.

Hearst After WENR

NEGOTIATIONS are still in progress between the Hearst newspapers in Chicago and NBC for transfer of operating control of WENR to the former, either under an operating agreement or through outright sale. KYW, the present Hearst Chicago outlet, owned by Westinghouse, is scheduled to remove to Philadelphia late this year, and the Hearst interests have been endeavoring to acquire a station to replace it for several months. WENR, a 50,000-watt station, shares time on the 870 kc. clear channel with WLS, Chicago.

Chicago Board of Trade Plans Grain Belt Series

FOR THE FIRST time in the history of radio, a commodity market will go directly to the farmer in a network program when the Chicago Board of Trade begins a series of broadcasts over 25 NBC stations in the grain belt on Dec. 7. The series will present entertainment features and addresses by outstanding authorities on agriculture and marketing, the financial end of moving the grain crop and economic discussions in the popular vein. Peter B. Carey, president of the Chicago Board of Trade, will be the first speaker.

The program will follow the National Farm and Home Hour each Friday afternoon on the NBC-WJZ network West of Chicago, and Northwest and Southwest groups. The Omaha Board of Trade has been broadcasting its message to the farmer through its station WAAW, and the St. Louis market has been using KSD. The series will run for 13 weeks and was placed by the Edward J. Dies agency, Chicago.

A MAN claiming to be Milton H. Biow, President of WNEW, Newark, and head of the Biow Co., New York agency, has been telephoning advertising agencies during September, stating that for $500 he would place any product on the air for a period of 52 weeks providing the amount be paid in advance. An attempt is being made by the New York Police Department to apprehend this person, whose claims are declared by Mr. Biow to be utterly fraudulent.

RADIO LANGUAGE
Introduced in Short Wave Stunt Broadcast by WBNX

A "RADIO LANGUAGE" was introduced to short wave listeners over the world on Sept. 15 in an early morning broadcast by WBNX, New York. Designed to eliminate the confusion that often results in international broadcasts, the program was presented with the cooperation of the Canadian DX Relay League.

The new language was defined as a "spoken code" based on the notes of the musical scale which were declared adaptable phonetically to all civilized languages. DO, RE, MI, FA, SO, LA, SI, comprise the alphabet of the new language and it was explained that out of these seven syllables a total of 960,799 words or combinations are obtained. Each of the combinations express complete thoughts instead of words, thereby eliminating the use of grammar and vocabulary.

The message sent by WBNX was: "RE SOFADOSI CANADIAN DX RELAY SOFADOFA LADO DOFAMISO DON LEE DOFAFADO REFALASO SUE ROYAL."

Translated in English, the message was, "This is station WBNX operating on 1350 kilocycles, 222 meters, located in New York City, New York. This message comes to you by means of the Spatari Radio Code, a new method of communication eliminating the problem of languages. This broadcast has been arranged in cooperation with the Canadian DX Relay and is dedicated to that organization's world-wide membership. The originator of this system of communication asks your cooperation in making it universally known. Your commentator for this program is Don Lee. At this time we bring to you a song interlude by Sue Royal."

REPLACING the famous Daventry XX, England's "national" station, a new 150,000-watt transmitter at Droitwich, near London, went on the air Oct. 6, broadcasting simultaneously for reception throughout the British Isles on 200 kc. and for regional reception on 767 kc.

Radio Engineers Voting For Officers by Mail

MEMBERS of the Institute of Radio Engineers are now voting for 1935 officers, the secret ballots being collected by mail until Oct. 31. The ballots will be counted about Nov. 1, after which those elected will be announced. Candidates for president are Stuart Ballantine, president of the Boonton Research Corp., Boonton, N. J., and William Wilson, assistant director of research of the Bell Laboratories.

Candidates for the honorary vice-presidency, which always goes to a foreigner, are Heinrich Barkhausen, of Dresden, Germany, and P. O. Pedersen, of Copenhagen, Denmark. Candidates for directors, three to be chosen for the 1935-37 terms, are L. C. F. Horle, New York consulting engineer; E. L. Nelson, Bell Laboratories development engineer; Haraden Pratt, chief engineer of Mackay Radio & Telegraph Co.; B. E. Shackleford, manager of the patent department, RCA Radiotron Co.; H. A. Wheeler, engineer of the Hazeltine Corp., and L. E. Whittemore, special radio representative of the A. T. & T. Co.

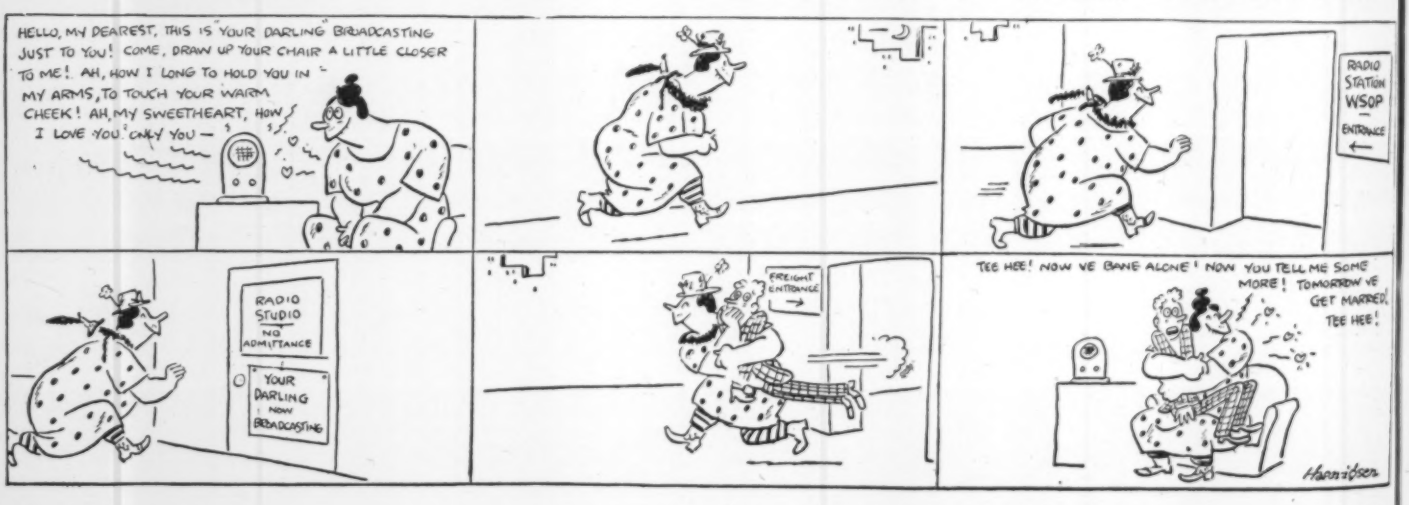
Stores Distribute Ballots In WGAR Limerick Test

ALL BUT the last line of limericks read in a contest conducted by the Marshall Drug Co., Cleveland, over WGAR are distributed on special ballots with every purchase made at one of its chain of drug stores. The first lines of the limericks, built on the eight programs advertised in the Saturday programs, are read each Saturday for the following week. The ballot distribution does not begin until Monday.

The Marshall Drug Co., has just signed an additional 13-week contract, renewing the series, "The Marshall Children Hour." Forty-six stores operated by the company are reported profiting in increased sales from the radio advertising. Cleveland children participate in the weekly program in broadcasts originating in the Carnegie Hall studios of WGAR before a visible audience. The hall, holding 1,000, is always packed.

What's a Girl to Do?

• • • Courtesy the *New York Journal*


HELLO, MY DEAREST, THIS IS YOUR DARLING BROADCASTING JUST TO YOU! COME, DRAW UP YOUR CHAIR A LITTLE CLOSER TO ME! AH, HOW I LONG TO HOLD YOU IN MY ARMS, TO TOUCH YOUR WARM CHEEK! AH, MY SWEETHEART, HOW I LOVE YOU! ONLY YOU —
RADIO STATION WSOP — ENTRANCE
RADIO STUDIO — NO ADMITTANCE
YOUR DARLING NOW BROADCASTING
FREIGHT ENTRANCE
TEE HEE! NOW VE BANE ALONE! NOW YOU TELL ME SOME MORE! TOMORROW VE GET MARRED! TEE HEE!
Harrison

'Electric Eye' Acts As Guard of WLW

Photo-Electric Cell Prevents Service Interruptions

A TINY "electric eye" stands constant guard against interruption of the broadcasts of WLW, Cincinnati, North America's 500,000-watt station. Located at the base of the 831-foot vertical radiator steel antenna tower, this photo-electric cell is the "brain" of a unique device developed by WLW engineers.

It is designed to protect valuable equipment against lightning and to prevent loss of broadcasting power through troublesome "power follow-up arcs" across the safety gap that carries lightning discharges from the tower into the earth.

Lightning Rod

WHILE WLW's new vertical radiator antenna increased the station's efficiency from 50 to 100 per cent, it was soon discovered that the huge 450-ton steel tower also served admirably as a giant lightning rod. It became the problem of WLW engineers to ground the electrical energy thus collected from the atmosphere while at the same time preventing the grounding of the 500,000 watts power generated by the transmitter.

The use of the photo-electric cell was resorted to after the ordinary method, that of providing a direct lightning path to the ground by means of a safety gap across the base of the tower, was found to be unsuccessful. In adjusting the gap it was discovered that one wider than two inches failed to provide complete protection, while with one less than two inches the normal peak voltages due to modulation on the 500,000-watt carrier would, on occasion, cause discharge across the gap.

An even more serious problem, according to Joseph A. Chambers, WLW technical supervisor, presented itself when it was found that once the arc was started across this gap, either by lightning discharge or by an abnormally high voltage, the arc could not be extinguished, as power from the 500,000-watt transmitter kept it "alive," draining practically all of the station's power from the antenna into the ground.

How Cell Works

AFTER various types of gaps, current transformers, and rectifiers were tried unsuccessfully, WLW engineers resorted to the use of the photo-electric cell device. A Weston photronic cell, with its associated relays, was installed in a double shielded box on the brick wall surrounding the antenna base insulator. A long tube containing light baffles was installed, so that only light from a point directly in the safety gap could strike the photo-electric cell. The relay operated by the "electric eye" was connected in such a manner as to remove the station's plate voltage to the final amplifier whenever the photo-electric cell was excited and to reapply it the instant the arc was extinguished. Due to the high speed of the control circuits, the interruption to service is so slight as to be barely perceptible to the ear.

TALK TO THEMSELVES
WBT Announcers Check Work Through Dictaphone

WBT, Charlotte, is using a dictaphone as a means of improving the work of the announcing staff. Announcers are required to record their commercial continuities on the machine and then listen to themselves. The idea has worked well, as all announcers can readily find fault with their own work and need no other suggestions. The dictaphone is also placed close to the loudspeaker of a radio receiver so that the announcers can compare their rehearsal and actual studio performance. A local dictaphone company loaned the machine with all the discs for the experiment.

DR. FLESCH, former superintendent at Berlin broadcasting headquarters, who has been imprisoned by the Nazis along with many other former radio officials, has been freed on $5,000 bail, according to a report from Germany.

Opera Series Planned

PRELIMINARY negotiations, it is reported, are in progress for sponsorship of this season's Metropolitan Opera direct from the stage by the Pepsodent Co., New York. Tentative conversations have concerned opening of the program on Christmas Eve, and presentation on Saturday afternoons thereafter. As BROADCASTING went to press no decision had been reached and no network had been selected. Last season Lucky Strike was sponsor.

Cosmetic Clients Back

AFFILIATED PRODUCTS, Inc., Chicago, big cosmetics holding company, brings two of its big radio-advertising subsidiaries back on the air Oct. 15 when it reserves the 2-2:30 p. m. period Mondays on CBS. Louis Phillippe, Inc., will present "Marie, the Little French Princess," during the first quarter-hour, and Edna Wallace Hopper will present "The Romance of Helen Trent" during the second quarter-hour. Blackett-Sample-Hummert, Inc., New York, handles the accounts.

Wine Distributor Opens Radio Drive by Contest

SUPER-AMERICAN Wine Co., until recently the Italo American Wine Co., Los Angeles distributing organization, has started in radio with nightly half hour recorded program over KGFJ for 60 days. The account is handled direct.

Sponsors have announced a contest with 22 cash prizes totaling $500. Entry blanks are available at dealers without charge or obligation to buy. Program each evening lists names and addresses of dealers stocking "Crown Prince" brand of wines but with number rotated and staggered so no one list will be too tiresome or lengthy.

There will be divisions for both amateur and professional entrants and prizes for men and women winners in each classification. Main divisions of competition will be singers, photographers, slogan writers, letter writers, and drawing experts. Vocal entries will, of course, carry no particular brand or product tie-in.

BLANKET WISCONSIN

(Exclusive of Milwaukee)

SIMULTANEOUSLY

WITHOUT WIRE CHARGES

SPOT ADVERTISING

Wisconsin's seven most progressive local and regional stations will clear time simultaneously for transcription programs. These stations serve the greater portion of Wisconsin's major markets. Spot advertisers seeking blanket coverage of the state (exclusive of Milwaukee) are invited to write for complete market data.

A NEW RICH MARKET

Pertinent facts about the market served by each station may be had through the Bert Horswell Company. Complete merchandising service is furnished. Each station has an ear to the ground and a thorough understanding of the consumer habits of its service area. All of these stations hold their local audiences better than two-thirds of the broadcast day against any and all competition.

YOUR MARKET

WKBH—LACROSSE & WINONA
Serving a 75 mile area

WTAQ—EAU CLAIRE
Serving a 75 mile area

WHBL—SHEBOYGAN
Serving a 50 mile area

WHBY—GREEN BAY
Serving Appleton, Oshkosh and 35 mile area

WCLO—JANESVILLE
Serving Southern Wisconsin

WIBU—POYNETTE
Serving Reedsberg thru Madison

WRJN—RACINE
Serving Kenosha and a 35 mile area

Write or Call

BERT HORSWELL COMPANY

Station Representatives

360 North Michigan CHICAGO Central 4747

Crazy Water Co. Makes Discs With Local Color

AN UNUSUAL slant in transcription making was recorded in September, when Crazy Water Co., Mineral Wells, Tex., large user of radio time, ordered a series of 42 fifteen-minute transcriptions from the Freeman Lang sound studios in Hollywood with the stipulation that they be recorded at Mineral Wells. Freeman Lang flew to Texas to oversee operations, with two truck loads of equipment following. A complete outfit was taken from Hollywood, including complete recording channel and other necessary equipment.

The recording was done in the lobby of the Crazy Hotel with the hotel supplying the orchestra, and with testimonials given by guests in the hotel. At the completion of the series Harold H. Collins, president of the Crazy Water Co., went to Hollywood to direct the making of 54 programs at the Freeman Lang studios with 5-minute episodes. Alan Murray, advertising manager for the sponsor, made the trip with Mr. Collins.

CRAZY WATER CO., Mineral Wells, Texas, has taken on the sponsorship of the 6 p. m. news daily (15 minutes) over KNX, Hollywood, on a 52 weeks contract handled by the Tom Wallace Agency, Los Angeles. Station's 9 p. m. news period for some time has been sponsored by Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer). The two day-time news broadcasts are unsponsored.

Linking Direct Mail and Radio

(*Continued from page 14*)

along the line of selling and advertising.

6. Direct mail is an ideal way of adding eye appeal to ear appeal.

7. Direct mail is probably the most economical way to take advantage of the valuable mailing lists resulting from radio advertising.

So far, in this talk, I may appear to have allowed my enthusiasm for direct mail to run high, wide and handsome. Before going any further, therefore, I feel it is necessary to remind you that direct mail has some limitations! Direct mail cannot be used extensively as a supplement to all broadcast advertising campaigns, without exception, although in a majority of cases it is undoubtedly one of the most useful of all supplementary forms of promotion.

Merchandising Programs

PERHAPS the best way of finding out just how useful direct mail is will be to look at some of the analyses we have made of the merchandising campaigns of NBC clients. On the basis of 1933 activities, we estimate that from 85 to 90 per cent of our clients use some form of direct mail advertising. Most of these—that is to say about 70 per cent of all our clients—tie-in their direct mail promotion with their broadest advertising campaigns.

Looking a little closer at the records to see what forms of direct mail are most used to merchandise radio programs, we find that 20 per cent of NBC clients use dealer broadsides for this purpose, 11 per cent use salesmen's portfolios and about 10 per cent use feature stories of the radio programs in their house organ. All of this activity, of course, is concentrated on the sales and distributing organization. What about direct mail contacts with the ultimate consumer?

We find that in almost every case when an offer is made over the air, the novelty or booklet, or whatever it may be, is accompanied by some form of direct mail advertising—inserts of various kinds such as pamphlets, facsimile letters, booklets, or maybe a convenient list of the dealers within the listeners' territory.

Out of 187 broadcast advertising campaigns on NBC networks during 1933, 64 per cent made offers of some kind. The bait used to secure replies from listeners consisted of novelties in 38 per cent of the cases, booklets 25 per cent, contests 22 per cent, samples 12 per cent and artists' photographs 3 per cent.

There seems to be no noticeable trend in the direction of any particular type of offer with the exception of booklets. In the first three months of 1933, seven booklets were offered; in the next four months 33 additional booklet offers were made; and in the next five months 20 booklets were offered making a total of 60 booklets offered during the 12 months.

Taken Seriously

IF THESE figures mean anything, it is probable that advertisers are taking the subject of radio mail response more seriously. Most of these booklets are designed to attract only the really interested prospects. They give more detailed descriptions of the product and services offered than is possible in radio announcements, and the inquiries received are usually from adult prospects who are sincerely interested in knowing more about the advertiser's wares.

It is our aim to give NBC clients all possible help and information regarding the effective use of direct mail to supplement their broadcast advertising. Of course we cannot confine our interests to direct mail, since every form of advertising has its place in the complete picture. In fact, we have recognized ever since NBC started that the campaign which stood the best chance of succeeding was the campaign supported by strong, all around merchandising. Yet, even so we have unquestionably a great mutual interest in direct mail and radio.

We feel very definitely that radio's greatest single force as an advertising medium lies in the intimate, personal and semi-confidential appeal to its millions of listeners—in a word, the inherent quality of friendliness—which is available to all radio advertisers to a degree unequalled by any other medium. And in the degree that this friendship becomes closer, direct mail advertising will increase in value and importance—to all radio advertisers.

DISTRIBUTION

where it **PAYS . . .**

FOR the past two years Greater Louisville has been pointed to by experts as an exceptionally prosperous territory. This section has been one of the least affected by the depression and drouth and sales in this market have been well above the national average.

When your sales message is broadcast over WHAS you are assured of complete coverage of this market as well as effective coverage of the entire middle west. For best results be sure that this powerful, centrally located station is included in your fall and winter schedule of broadcasts.

50,000 watts
Basic CBS Station

WHAS

820 kilocycles
Cleared Channel

Owned and Operated by *The Courier-Journal* and *The Louisville Times*

Represented Nationally by Edward Petry & Co.

New York Chicago Detroit San Francisco

KFDM

SERVES the Sabine District with a clear signal fourteen hours per day, covering fourteen counties in Southeast Texas and fourteen parishes in Southwest Louisiana with a total population of 786,752.

BECAUSE of KFDM's attitude toward civic, educational, religious, fraternal and other such organizations, in giving of its time freely and without charge, KFDM naturally predominates in this territory.

WE MADE a sworn statement, in report to NAB, to the effect that we had given of our time, to such organizations as referred to above, an amount exceeding $13,500 without charge, from January 1, 1934, to June 30, 1934, inclusive.

KFDM's listeners are very liberal in patronizing KFDM's advertisers. Give us an opportunity to carry your message into 200,000 homes located in our legitimate trade territory.

SABINE Broadcasting Co., Inc.

P. O. Box 2950
BEAUMONT, TEXAS

RADIO PUBLICITY, INC.
Chicago, Illinois

Pacific Coast Representatives:

Los Angeles • San Francisco

Seattle • Denver

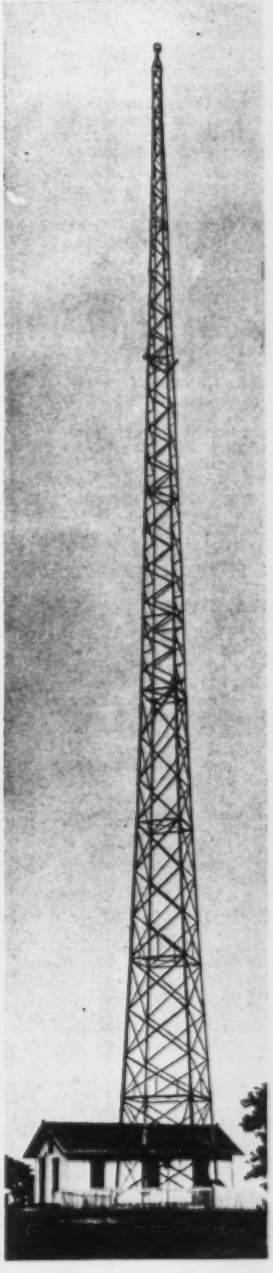
Another 500 Watt station that assures the Quality of a 50 KW station!

WFBR, Baltimore—like many progressive 500 watt stations—selected the Western Electric 12A Transmitter and 71A Amplifier because of remarkable frequency stability and fidelity of transmission.

Output of the 12A (100 watts) can be stepped-up by the 71A to 250 or 500 or 1000 watts. Each cabinet requires only 25″x36″ floor space. All AC operated—controls, transformers and rectifiers are built in. Other features: 100% modulation with minimum audio harmonic content—no rotating machinery—all tubes radiation cooled—complete shielding—automatic starting—low installation and maintenance costs.

WFBR also uses the 1A Frequency Monitoring Unit and Western Electric Dynamic Microphones throughout. For full details, write to Graybar Electric, Graybar Bldg., New York—or telephone Graybar's nearest branch.

On desk: *1A Frequency Monitoring Unit.* **At right:** *12A Transmitter and 71A Amplifier*



Transmitting station and 224 foot tower of WFBR

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by **GRAYBAR** *Electric Company* *In Canada: Northern Electric Co., Ltd.*

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WIP, Philadelphia

R. H. Graupner & Co., Harrisburg, Pa. (Jolly Scot ale), *sa* daily except Sunday, 13 weeks, direct.

Kellogg Sales Co., Battle Creek, Mich. (cereals), 3 *sa* daily except Sunday, 13 weeks, direct.

Marion Products Co., Marion, O. (beverages), participation in Home Makers Club, 13 weeks, direct.

Rubber Flax Gloss Co., Philadelphia (furniture polish), participation in Home Makers Club, 13 weeks, thru Carter Thompson Co., Philadelphia.

A. C. Gilbert Co., New Haven, Conn. (erector toys), weekly *t*, 13 weeks, thru Chas. W. Hoyt Co., N. Y.

Toddy, Inc., New York (health drink), participation, daily, 13 weeks, thru Gotham Advertising Co., N. Y.

Knox Co., Kansas City (Cystex), weekly *t*, 26 weeks, thru Dillon & Kirk, Kansas City.

Procter & Gamble, Cincinnati (Ivory soap), 3 weekly *t*, 30 weeks, thru the Blackman Co., N. Y.

Quaker Oats Co., Chicago (cereal), weekly *sp*, 5 programs, thru Fletcher & Ellis, N. Y.

Piso Co., Chicago (Piso cough remedy), 102 *sa*, thru Watson Advertising Co., Chicago.

Women's Home Companion, New York, 13 Jean Abbey shopping talks, thru Geyer-Cornell Co., N. Y.

Dollar Crystal Co., Reading, Pa. (Texas Mineral Crystals), 6 weekly *sp*, 52 weeks, direct.

WFAA, Dallas

Adlerika Co., St. Paul (Adla tablets and Adlerika), 78 one-minute *t* and 26 quarter-hour *t*, thru St. Paul Advertising Co., St. Paul.

A. C. Gilbert Co., New Haven (Erector toys), 8 quarter-hour *t*, thru Chas W. Hoyt & Co., N. Y.

Vick Chemical Co., Greensboro, N. C. (Vaporub), 78 quarter-hour *t*, thru Morse International, N. Y.

Bulova Watch Co., New York, 1092 *sa* with time signals, covering year's renewal, thru Biow Co., N. Y.

Dr. Pepper Co., Dallas (beverage), 52 one-minute *t*, thru Tracy-Locke-Dawson, Dallas.

Hubinger Co., Keokuk, Ia. (Elastic Starch), weekly quarter hour *sp*, thru Ralph Moon, Inc., St. Louis.

Dodge Motor Corp., Detroit, 5 one-minute *t*, thru Ruthrauff & Ryan, N. Y.

Manitou Water Co., Denver (mineral water), 52 *sa*, direct.

Humble Oil & Refining Co., Houston, 14 *sa*, thru Franke - Wilkinson - Schiwetz, Houston.

French Lick Springs Hotel Co., French Lick Springs, Ind. (Pluto Water), 45 one-minute *t*, thru H. W. Kastor & Sons, Chicago.

Gardner Nursery Co., Osage, Ia. (shrubs and seeds), 3 five-minute *t*, thru Northwest Radio Advertising Co., Seattle.

United American Bosch Corp., Springfield, Mass. (radios), 26 five-minute *t*, thru E. T. Howard, Inc., N. Y.

Ironized Yeast Co., Atlanta, 26 five-minute, *t*, thru Ruthrauff & Ryan, N. Y.

Libbey-Owens-Ford Glass Co., Toledo (safety glass), 42 *sa*, thru U. S. Advertising Corp., Toledo.

Chesapeake & Ohio Railway, Washington, 3 *sa*, thru Campbell-Ewald Co., Detroit.

WBAL, Baltimore

Scott & Bowne, Elmira, N. Y. (Scott's Emulsion), 2 *sa* weekly, thru Marschalk & Pratt, N. Y.

Standard Milling Co., New York (Ceresota flour), 3 *sa* weekly, thru Benton & Bowles, N. Y.

Crazy Water Crystals Co., Baltimore branch (mineral water), quarter-hour *t* weekly, thru Abernathy Advertising Co., Washington.

Drezma, Inc., New York (face cream), 2 quarter-hour *t* weekly, thru WBS.

Maryland Pharmaceutical Co., Baltimore (Rem), 3 *sa* daily, thru Joseph Katz Agency, Baltimore.

Scott Paper Co., Chester, Pa. (Scott's tissue), daily *sa*, thru J. Walter Thompson Co., N. Y.

Watch Tower Society, Brooklyn (Judge Rutherford talks), quarter-hour *t*, Sundays, direct.

WFBR, Buffalo, N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem), weather reports 3 times daily, 26 weeks, thru Joseph Katz Agency, Baltimore.

Ex-Lax, Inc., Brooklyn (laxative), daily *sa*, 26 weeks, thru Riegel & Leffingwell, N. Y.

Planters Edible Oil Co., Suffolk, Va. (Ali d'Italia Olio), Italian children's hour, weekly.

WEAF, New York

Carlsbad Products Co., New York (Carlsbad Sprudel Salts), "Land of Beginning Again," with Louis Katzman's orchestra, Harrison Knox, Ruth Everett and Rod Arkell, Mondays, Wednesdays and Fridays, 10:30-10:45 a. m., starting Oct. 15, thru H. M. Kiesewetter Advertising Agency, N. Y.

Hotel Great Northern, New York, Angelo Ferdinando's orchestra, Fridays, 11:15-11:30 p. m., starting Oct. 19, direct.

KFI, Los Angeles

Bristol-Myers Co., New York (cosmetics), 13 weekly *t*, thru Thompson Koch Co., Cincinnati.

Lever Bros. Co., New York (Life Buoy Soap), three 5-minute *t* weekly, 52 programs, thru Ruthrauff & Ryan, N. Y.

Libbey-Owens-Ford Glass Co., Toledo (safety glass), participation in women's program, 28 times, thru U. S. Advertising Corp., Toledo.

Nisley Co., Columbus, O. (Nisley shoes), 26 *ta*, thru Mumm, Romer, Robbins & Pearson, Inc., Columbus.

U. S. Tobacco Co., New York (Dill's Best and Model Tobaccos), half-hour *t* weekly, 52 weeks, thru McCann-Erickson, Inc., N. Y.

J. C. Eno Co., Ltd., New York (Eno Salts), half-hour *t* twice weekly, 52 programs, thru N. W. Ayer & Son, N. Y.

Western Clock Co., La Salle, Ill. (Wesclox), weekly quarter-hour *t*, 21 programs, thru Batten, Barton, Durstine & Osborn, N. Y.

KNX, Hollywood

Dodge Motor Corp., Detroit, 6 *ta*, thru Ruthrauff & Ryan, N. Y.

Libbey-Owens-Ford Glass Co., Toledo (safety glass), daily *sa*, 2 weeks, thru U. S. Advertising Corp., Toledo.

Rosicrucian Order, San Jose, Cal., quarter-hour *sa*, 13 weeks, thru Rankin Agency, San Jose.

French Lick Springs Hotel Co., French Lick Springs, Ind. (Pluto Water), thrice weekly quarter-hour *t*, 13 weeks, thru H. W. Kastor & Sons, Chicago.

KPO, San Francisco

Dr. Miles Laboratories, Inc., Elkhart, Ind. (Alka Seltzer), quarter-hour *t*, thrice weekly, thru Walter Biddick Co., Los Angeles.

KYW, Chicago

Chevrolet Motor Co., Detroit, Big Ten football games each Saturday, thru Campbell Ewald, Detroit.

Gooderham and Warts Ltd., Toronto (G & W whiskey), 3 *sp* weekly, thru Fletcher & Ellis, Inc., Chicago.

Kaempfer's, Chicago (bird food), 1 *t* weekly, 13 weeks, thru C. Wendell Muench & Co., Chicago.

Michelberry Food Products, Chicago, 1 *t* weekly for 26 weeks, thru Sehl Advertising Co., Chicago.

Mid-Continent Petroleum Corp., Chicago division, temperature report 8 weeks, thru R. J. Potts & Co., Kansas City.

Nu Enamel Distributing Co., Chicago, 6 weather reports daily, direct.

Parkelp Laboratory Co., Chicago, daily announcement, thru Rogers & Smith, Chicago.

Scott Paper Co., Chester, Pa. (Scott Tissue), 2 announcements weekly, thru J. Walter Thompson Co., Chicago.

KDKA, Pittsburgh

Freedom Oil Works Co., Freedom, Pa. (oil and gas), daily weather reports, 13 weeks, thru Albert P. Hill Co., Pittsburgh.

Victor Brewing Co., Jeanette, Pa. (beer and ale), 10 quarter-hour football score periods, thru Fam Advertising Agency, Greenburg.

Fleetwing Oil Corp., Cleveland, 13 quarter hour *sp*, thru McCann-Erickson, Cleveland.

Carleton & Hovey, Lowell, Mass. (Father John's Medicine), daily temperature reports, 26 weeks, thru John W. Queen, Boston.

KMOX, St. Louis

Saunders Chemical Co., St. Louis (Flight), 3 weekly *sp*, 13 weeks, direct.

Iowa Soap Co., Kansas City, 6 *sa* weekly, until Dec. 30, thru R. J. Potts, Kansas City.

Adlerika Co., St. Paul (Adla Tablets), 3 weekly *sa* and two weekly *t*, thru the St. Paul Advertising Co., St. Paul.

Calonite Co., New York (Chiropodine), 6 weekly *t*, thru Heath-Seehof, Inc., N. Y.

Schott Brewing Co., St. Louis, time signals, thru Nash Advertising Agency, St. Louis.

Jenny Wren Co., Kansas City (flour), 5 weekly *sp*, 13 weeks, thru R. J. Potts, Kansas City.

Chamberlin Laboratories, Des Moines (lotion), time signals, thru Coolidge Advertising Agency, Des Moines.

Skelly Oil Co., Kansas City, 5 weekly *t*, 26 weeks, thru Russell C. Comer, Kansas City.

WMT, Waterloo, Iowa

Central Shoe Co., St. Louis (Robin Hood shoes), 1 *t*, thru Jimm Daugherty, Inc., St. Louis.

Sendol Co., Kansas City (cold tablets), 1-minute *sp* daily, 26 weeks, thru Hogan Agency, Kansas City.

McCleary Sanitarium, Excelsior Springs, Mo., 52 quarter-hour *t*, thru R. J. Potts & Co., Kansas City.

Paxton & Gallagher Co., Omaha (Butter Nut Coffee), 2 15-minute *sp* weekly, 26 weeks, thru Ernest Bader Co., Omaha.

Omaha Milling Co., Omaha (Omar flour), 26 weekly *t*, thru Russell C. Comer Advertising Co., Kansas City.

Rath Packing Co., Waterloo, Iowa (meats), daily *sp*, 1 year thru Young & Rubicam, N. Y.

Maumee Collieries, Terre Haute, Ind. (coal), 6 *sp* weekly, thru Niesser-Meyerhoff Co., Chicago.

Nunn, Bush & Weldon Shoe Co., Milwaukee, daily *sp*, direct.

KTAT, Ft. Worth, Tex.

Plaza Hotels, San Antonio, *sa* daily except Sunday, 4 weeks, direct.

Dr. Pepper Bottling Co., Dallas (beverage), 52 *sa*, direct.

Watch Tower Society, Brooklyn (Judge Rutherford talks), thrice weekly *t*, direct.

Hotel Jefferson, St. Louis, *sa* twice weekly, 8 weeks, thru Burke-Connell, St. Louis.

Skinner's Mfg. Co., Omaha (raisin bran), 30 *ta*, thru Buchanan-Thomas Advertising Co., Omaha.

Christian Science Publication Committee, Houston, weekly quarter hour talks, direct.

Malt-O-Meal Co., Minneapolis, 5-minute *sp*, thrice weekly, direct.

Frito Co., San Antonio (Fritos), 10 *sa*, thru Parker-Valentine, San Antonio.

Phillip Morris & Co., New York (cigarettes), 26 *ta*, direct.

Gilmore Oil Co., Los Angeles, 5-minute *t*, thrice weekly, thru Botsford, Constantine & Gardner, Los Angeles.

Armand Co., Des Moines (cosmetics), quarter-hour *t*, twice weekly, thru N. W. Ayer & Son, N. Y.

KHJ, Los Angeles

Gilmore Oil Co., Los Angeles, 5-minute *t*, thrice weekly, 13 weeks, thru Botsford, Constantine & Gardner, Los Angeles.

Knox Co., Kansas City (Cystex), quarter-hour *t* weekly, 13 weeks, renewal, thru Dillon & Kirk, Kansas City.

Central Shoe Co., St. Louis (Robin Hood shoes), quarter-hour *t*, twice weekly, 13 weeks, thru Jimm Daugherty, St. Louis.

Pacific Geographic Society, Los Angeles (interviews), 5-minute *t* twice weekly, direct.

Wilshire Oil Co., Los Angeles, half-hour *t* weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.

WBRC, Birmingham

Norwich Pharmacal Co., Norwich, N. Y. (Unguentine), 26 weekly one-time *t*, thru L. C. Gumbinner Agency, N. Y.

Provident Mutual Life Insurance Co., Philadelphia, quarter-hour *t* weekly 9 weeks, thru Samuel Lewis, Philadelphia.

Ironized Yeast Co., Atlanta, thrice weekly 5-minute *t*, 14 weeks, thru Ruthrauff & Ryan, N. Y.

Watch Tower Society, Brooklyn (Judge Rutherford talks), weekly *t*, thru T. W. Miller, Birmingham.

KGVO, Missoula, Mont.

R. L. Watkins Co., New York (Dr. Lyon's tooth powder), 6 half-hour *t*, thru Blackett-Sample-Hummert, Inc., N. Y.

Ford Dealers of America, Detroit, 13 half-hour *t*, thru N. W. Ayer & Sons, N. Y.

United Drug Co., Boston (Rexall stores), 5 quarter-hour *t*, thru Spot Broadcasting Co., N. Y.

Best Foods, New York (mayonnaise), 78 *sa*, direct.

WSPD, Toledo

Lake Shore Electric Railway, Sandusky, Ohio, 4 *sa*, thru Campbell-Sanford Advertising Co., Cleveland.

Procter & Gamble, Cincinnati (Dreft), 5 weekly *ta*, 14 weeks, thru H. W. Kastor & Sons, Chicago.

Scott & Bowne, Elmira, N. Y., (Scott's Emulsion), 2 *ta* weekly, 19½ weeks, thru Marschalk & Pratt, N. Y.

Dodge Motor Corp., Detroit, 5 *ta*, thru Ruthrauff & Ryan, N. Y.

California Perfume Co., 2 *t* weekly, 2 weeks, thru Cowan & Dengler, N. Y.

KTSA, San Antonio

Knox Co., Kansas City (Cystex), weekly *t*, 26 weeks, thru Dillon & Kirk, Kansas City.

Bond Electric Co., Jersey City, N. J. (flashlights), weekly *t*, 13 weeks, thru General Broadcasting Co.

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

LEHN & FINK PRODUCTS Co., New York (Lysol and Hind's Honey and Almond Cream), on Jan. 6 renews "The Hall of Fame" on 50 CBS stations, Sundays, 8-8:30 p. m., Jan. 6-27; Sundays, 8:30-9 p. m., Feb. 3-April 28. Agency: Lennen & Mitchell, N. Y.

LEHN & FINK PRODUCTS Co., New York (Pebeco toothpaste), on Feb. 3 starts musical show with Eddie Cantor on 50 CBS stations, Sundays, 8:30 p. m. Agency: Lennen & Mitchell, N. Y.

DR. MILES LABORATORIES, Inc. (Elkhart, Ind. (Alka-Seltzer), on Oct. 17 starts Pat Barrett as "Uncle Ezra from Station E-Z-R-A," on 20 NBC-WEAF stations, Wednesdays and Fridays, 7:30-7:45 p. m., and Sundays, 7:15-7:30 p. m. Agency: Wade Advertising Agency, Chicago.

GENERAL MILLS, Inc., Minneapolis (flour) on Oct. 3 renewed Mrs. Adelaide Finch as "Betty Crocker" on 32 NBC-WEAF and supplementary stations, Wednesdays and Fridays, 10:45-11 a. m. Agency: The McCord Co., Minneapolis.

GENERAL MILLS, Inc., San Francisco, on Oct. 1 renewed "Al Pearce and His Gang" on 6 NBC-KPO stations, with seventh station twice weekly, Mondays, Tuesdays and Thursdays, 2:45-3 p. m., PST, and Fridays, 2:15-2:30 p. m., PST. Agency: Westco Advertising Agency, San Francisco.

GENERAL MOTORS Corp., Detroit, on Oct. 7 started "General Motors Symphony Concert" on 17 NBC-WJZ stations, Sundays, 8-9 p. m. Agency: Campbell-Ewald Co., Detroit.

GENERAL FOODS Corp., New York (Jello) on Oct. 14 started Jack Benny, Mary Livingston, Frank Parker and Don Bestor's orchestra on 35 NBC-WJZ and supplementary stations, Sundays, 7-7:30 p. m., with repeat for 11 additional NBC-KGO stations, 11:30 p. m.-midnight. Agency: Young & Rubicam, N. Y.

CHEVROLET MOTOR CO., Detroit, on Oct. 9 started Isham Jones' orchestra and 12-voice, mixed chorus, directed by Leith Stevens, on 85 CBS stations, Tuesdays, 8:30-9 p. m. Agency: Campbell-Ewald Co., Detroit.

LUDEN'S, Inc., Reading, Pa. (cough drops), on Nov. 2 starts "Dick Liebert's Music Hall Review," with Robert Armbruster's Quartet and Mary Courtlandt, singer, on 18 NBC-WJZ stations, Fridays, 8:15-8:30 p. m. Agency: J. M. Mathes, Inc., N. Y.

LUDEN'S, Inc., Reading, Pa. (cough drops) on Nov. 5 starts orchestra and quartet to be announced on 40 CBS stations, Saturdays, 8:45-9 p. m. Agency: J. M. Mathes, Inc., N. Y.

THE CARBORUNDUM Co., Niagara Falls, N. Y. (abrasives), on Oct. 20 starts Edward D'Anna leading the "Carborundum Band" on 29 CBS stations, Saturdays, 10-10:30 p. m., keyed from WKBW, Buffalo. Agency: Batten, Barton, Durstine & Osborn, N. Y.

BENJAMIN MOORE & Co., New York (paints and varnishes) on Oct. 24 starts the "Moore Triangle Club," with Betty Moore's talks on home decoration and Lew White at organ, on 24 CBS stations, Wednesdays, 11:30-11:45 a. m., Chicago carrying separate program at 12:30-12:45 p. m. Agency: None.

SOCONY-VACUUM Co., New York, on Oct. 6 started "Soconyland Sketches," with Arthur Allen, Parker Fennelly, Mary Norris and John Knight on 10 eastern CBS stations, Saturdays, 7-7:30 p. m. Agency: J. Stirling Getchell, Inc., N. Y.

STERLING PRODUCTS, Inc., New York (Phillips milk of magnesia), on Dec. 28 renews "Waltz Time" with Abe Lyman's orchestra, Frank Munn and Vivienne Segal on 18 NBC-WEAF stations, Fridays, 9-9:30 p. m. Agency: Blackett - Sample - Hummert, N. Y.

STERLING PRODUCTS, Inc., New York (Bayers aspirin), on Oct. 14 renewed "Album of Familiar Music" on 47 NBC-WEAF and supplementary stations, Sundays, 9:30-10 p. m. Agency: Blackett - Sample - Hummert, N. Y.

STERLING PRODUCTS, Inc., New York (Dr. Lyons' toothpowder), on Oct. 21 renews "Manhattan Merry-Go-Round" on 28 NBC-WEAF and supplementary stations, Sundays, 9-9:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

SPERRY FLOUR Co., San Francisco (Wheat Hearts and Pancake Flour), on Oct. 7 started "Sunday Morning Special," with Col. Rod Hendrickson and drama skits, on 5 NBC-KPO stations, Sundays, 9-9:30 a. m., PST. Agency: Westco Advertising Agency, San Francisco.

PINAUD, Inc., New York (hair tonic) on Nov. 3 starts unannounced musical show on 15 CBS stations, Saturdays, 6-6:30 p. m. Agency: Blaker Advertising Agency, N. Y.

LOUIS PHILLIPE, Inc., New York (cosmetics) on Oct. 15 starts "Marie, the Little French Princess," with Ruth Yorke and James Meighan, Himan Brown, author and director, on 17 CBS stations, Mondays, 2-2:15 p. m. Agency: Blackett-Sample-Hummert, N. Y.

EDNA WALLACE HOPPER, Inc., Chicago (cosmetics) on Oct. 15 starts "Romance of Helen Trent" on 16 CBS stations, Mondays, 2:15-2:30 p. m. Agency: Blackett-Sample-Hummert, N. Y.

J. L. PRESCOTT Co., Passaic, N. J. (Oxol) on Oct. 22 renews "The Oxol Feature" with Gordon, Dave & Bunny, on 11 CBS stations, Mondays and Wednesdays, 5:45-6 p. m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

C. F. MUELLER, Jersey City, N. J. (macaroni and spaghetti) on Oct. 15 increased its schedule for "Bill and Ginger" on 11 CBS stations to include Mondays through Fridays, 10:15-10:30 a. m., originating from America's Little House, New York, instead of WCAU. Agency: E. W. Hellwig Co., N. Y.

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J., on Nov. 11 starts "Adventures of Sherlock Holmes" on 17 NBC-WJZ stations, Sundays, 4-4:30 p. m. Agency: Cecil, Warwick & Cecil, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Camay soap), on Oct. 15 starts "Dreams Come True," with Ray Sinatra's orchestra, Berry McKinley, baritone, and organ, on 15 NBC-WEAF stations, Mondays, Wednesdays and Thursdays, 3:15-3:30 p. m., with repeat for 21 middle western and western stations, 4:45-5 p. m. Agency: Pedlar & Ryan, N. Y.

RED STAR YEAST & PRODUCTS Co., Milwaukee (compressed yeast), on Oct. 16 renews "Galaxy of Stars" on special NBC hookup of 16 stations, Tuesdays, Thursdays and Saturdays, 11-11:15 a. m. Agency: N. W. Ayer & Son, Chicago.

CLIMALINE Co., Canton, O. (cleanser), on Nov. 8 renews "Climaline Carnival" on special hookup of 13 NBC stations, Thursdays, 11:30-12 noon. Agency: W. S. Hill Co., Pittsburgh.

POPE PIUS has appointed Father Phillippe Soccorsi, former professor of science at the Jesuit Academy, as the successor to the late Father Gianfranceschi, director of the Vatican broadcasting station.

PROSPECTS

BUDD & VOTAW, San Francisco (Pebble Beach cravats) will start a campaign this month, using radio with other media. It has already retained Ernie Smith to conduct football and sports programs nightly over KYA, San Francisco. Doremus & Co., San Francisco, handles the account.

DAVEY TREE EXPERT Co., Kent, O. (tree surgeons), will make up lists during November, including radio. Hugo E. Birkner is advertising and sales manager, and the account is handled by J. Walter Thompson Co., Chicago.

ANCHOR POST FENCE Co., Baltimore (fences and oil burners), makes up lists during November, including radio. Its annual appropriation is $35,000. Advertising is placed by Van Sant, Dugdale & Co., Baltimore.

THE KNITWEAR Institute, comprising members of the knitted wear industry, with I. P. Cohen of the Cohen Brothers Corp., New York, as temporary chairman, is planning a promotion campaign to include radio.

PITTSBURGH DISTRICT DAIRY COUNCIL, Pittsburgh, has placed its advertising account with Albert P. Hill Co., Inc., Pittsburgh. Radio with other media will be used in a forthcoming campaign.

CREEK CHUB BAIT Co., Garrett, Ind. (artificial fishing lures) makes up lists during November, including radio. S. F. Davenport is general manager, sales manager and advertising manager. Account is handled by Ross Advertising, Inc., Ft. Wayne, Ind.

VACU-MATIC CARBURETOR Co., Wauwatosa, Wis., has placed its advertising account with Burns-Hall Advertising Agency, Milwaukee. Radio with other media will be used.

KYA

COMPLETE N. B. C. SERVICE

25,000 WATTS
TULSA, OKLA.

The Most Powerful Station between St. Louis, Dallas and Denver

The Economic Barometer Says—

"FOR OMAHA & VICINITY, FAIR WEATHER AHEAD"

WOW
OMAHA

ON THE N.B.C. RED NETWORK

Omaha's September Bank Clearings Show 30% Increase over 1933!

To judge the business activities of a community, study its clearing house receipts—one of the most accurate of all economic indicators. Bank clearings in the Omaha market for September were $115,428,827. This is an increase of $26,525,780 or 30% over those of September, 1933. These figures are definite proof that people in this rich agricultural market are doing more and more purchasing. They'll buy your product too, if you reach them with your sales message . . . and there is no better way to do that than over WOW, this territory's outstanding station.

590 KILO. Owned and Operated by 1000 WATTS

WOODMEN OF THE WORLD
Life Insurance Association

JOHN J. GILLIN, Jr., Commercial Manager
OMAHA, NEBR.

National Representatives:
GREIG, BLAIR & SPIGHT, INC.
New York Chicago Los Angeles

A Truly Sweet Market

of

diversified industries

•

The Salt Lake City Trade Zone

(fully covered by KDYL)

K D Y L

MINING
Gold
Silver
Copper
Coal

FARMING
Sugar Beets
Peas
Celery
Tomatoes
Fruit

LIVE STOCK
Cattle
Sheep

"THE *popular* STATION"

Salt Lake City
Utah

an NBC Station

Representatives
GREIG BLAIR & SPIGHT, INC.
New York - Chicago
San Francisco - Los Angeles
Detroit

AGENCIES AND REPRESENTATIVES

FORMATION of a new general agency has been announced by E. Harold Greist, for the last nine years an account executive of Batten, Barton, Durstine & Osborn in Chicago. Its headquarters are at 125 S. La Salle St., and among the accounts it will handle is the American Rolling Mill Co., Middletown, O., sponsor of the NBC Armco program. Victor Fabien, former advertising director of the Colgate-Palmolive-Peet Co., has joined the new organization.

THE LEONARD F. WINSTON Co., radio agency, 11 West 42nd St., New York, announces the appointment of Paul Shulman, of 205 Market St., Perth Amboy, N. J., as its New Jersey representative. Mr. Shulman was formerly associated with the advertising department of the *Perth Amboy Journal* and later was on the staff of the Arthur G. Heller Advertising Agency, Newark.

V. E. CARR, formerly of the Chicago office of Blackett-Sample-Hummert, Inc., and commercial manager of WMBD, Peoria, Ill., has joined the Wade Advertising Agency, Chicago.

BLAYNE BUTCHER, formerly a production manager of WCAU, Philadelphia, has joined the production staff of Lennen & Mitchell, Inc., New York.

T. F. JOYCE, advertising and sales promotion director of RCA Radiotron Co., has been appointed advertising manager of RCA Victor Co., Camden, N. J., succeeding Pierre Boucheron, resigned. Mr. Joyce will continue with RCA Radiotron in addition to his new duties.

LEON BLOOM, formerly with WBBM, Chicago, has been named radio director of Hirshon-Garfield & deGarmo, Inc., New York agency.

CHARLES E. (Ned) MIDGELY, Jr., radio executive of Batten, Barton, Durstine & Osborn, New York, was married Oct. 6 to Miss Margaret Hunt, of New York. They will be at home after Nov. 1 at 7 Highland Place, Yonkers, N. Y.

J. J. DICKELY, head of the radio department of Roy Alden & Associates, Los Angeles agency, on Oct. 1 became associated with the Los Angeles office of Emil Brisacher & Staff, San Francisco, in similar capacity. The Barker Bros. department store and La Salle Extension University accounts were transferred with him.

LONG-DISTANCE AD
St. Joseph Aspirin Program Gets Nicaraguan Dealer

LONG-DISTANCE reception of the St. Joseph aspirin program over WSB, Atlanta, via NBC, probably will land a valuable agency for a business man of Managua, Nicaragua.

Ernest H. Peugret, of Managua, wrote to WSB and asked for the St. Joseph aspirin agency in his territory. The letter was transmitted by WSB to the Plough Chemical Co., Memphis, maker of St. Joseph's aspirin.

"I had the pleasure of hearing your advertisement over the radio very clearly," Peugret wrote, "and I am in business to act as agent and distributor, hereby I solicit from you to give me full details at your earliest convenience."

WILLIAM R. STEWART, new organization of station representatives with offices at 9. S. Clinton St., Chicago, and the RCA Bldg., New York, announces its selection as representative of WJBK, Detroit; WRDW, Augusta, Ga., and CFCY, Charlottetown, P. E. I., Canada.

HOWARD E. RAY, associated for the last five years with KOB, Albuquerque, N. M., as manager, and as commercial manager of KTSM, El Paso, Tex., announces the reestablishment of the Ray Ad-Service Co., at 216 South Brand, Glendale, Cal. Accounts being handled by the agency at present include: Aquatite Co., North Hollywood; Standard Homeopathic Co., Los Angeles, and Hyland-Stanford Co., Los Angeles.

VIRGINIA KISTLER has been appointed head of the newly created radio department of Faraon J. Moss & Associates, Los Angeles agency.

WILLIAM GOODWIN, announcer-producer at KHJ, Los Angeles, has been loaned for several months to the Los Angeles office of Lord & Thomas to assist in radio production plans.

CAROLYN STROUSE, radio producer with the New York office of Benton & Bowles, has gone to Hollywood in connection with work on the Lanny Ross "Log Cabin" series.

DON FORKER, advertising manager of the Union Oil Co., Los Angeles, has resigned to become affiliated with the radio department of the Los Angeles office of Lord & Thomas.

Agency Personnel Shifts In Chicago Announced

ROSCOE (Bob) BARRETT, of the local sales department of the NBC Chicago division, has resigned to become assistant to M. H. (Pete) Peterson, head of the radio department of the Chicago office of Blackett-Sample-Hummert, Inc. Mr. Barrett has acted as assistant to Miss Judith Waller in handling NBC broadcasts from a Century of Progress.

Among other agency changes in Chicago is the return of Vic Lourie as radio director for McCann-Erickson, Inc. Lourie recently was made account executive for United Airlines. J. V. McCormick, former head of the Cleveland office of the agency, who was transferred to Chicago to handle radio activities, is returning to Cleveland.

George Couper, formerly in charge of radio for the Carroll Dean Murphy agency, has been appointed head of the radio department of Sellers Service, Inc. A. E. Shebel, former partner in the firm of James & Shebel agency, recently dissolved, heads the Murphy agency radio department.

A new setup at the H. W. Kastor & Sons Advertising Co., Chicago, has Ben Frost in charge of all radio with Cecil Widdifield, Charles Newton and Hugh Johnston making up the personnel.

125-Mile Remote

WHAT was believed to be a record remote control broadcast was accomplished by WIL, St. Louis, last month when it broadcast the meetings of both Democratic and Republican state committees and party conventions from the state capitol at Jefferson City, Mo. The distance is 125 miles.

The broadcast was the first ever attempted from Jefferson City by a St. Louis station and brought scores of congratulations to WIL. The two political meetings were covered by A. B. Hendry, commercial manager; E. P. Shutz, production manager; R. C. Schroeder and Neil Norman, program director.

IT DON'T MEAN A THING . . . . .

You may have the latest from mikes to antenna. Your frequency characteristic may be flat from here to yonder. But it don't mean a thing if your Audio Harmonic content is high. To achieve true High Fidelity, High Quality Transmission, low distortion is of equal if not more importance than extended frequency range. The Commission says "not over 10% at 75% modulation." Modern standards demand not more than 5% at 90% modulation. Your engineer can't maintain his equipment at this standard of performance without regular use of an instrument to measure "Percentage Distortion."

Our new "Percentage Distortion" meter is the only instrument available for checking distortion that was designed specifically for broadcast station use by engineers familiar through wide experience with what is needed. Compact, Convenient, reading direct on meter calibrated in "Percentage Distortion."

WRITE FOR FURTHER INFORMATION

RADIO RESEARCH CO., INC.

9th and Kearny Sts. N. E. Washington, D. C.

MAINTENANCE EQUIPMENT—COMPLETE ENGINEERING SERVICE

RADIO ADVERTISERS

AMONG ACCOUNTS currently reported placing or planning spot schedules are the following:

Thomas Leeming & Co., New York (Baume Bengue), once weekly 13 times from WOR, thru William Esty, Inc., New York.

Maryland Pharmaceutical Co., Baltimore, Md. (Rem), weather reports three times weekly 26 weeks, thru Joseph Katz Co., Baltimore.

E. E. Hess Co., Brooks, Ind. (witch hazel creme), three times weekly *sp.* 78 times, thru Rogers & Smith, Chicago.

Horlick's Malted Milk Corp., Racine, Wis., five times weekly *sp.* 26 weeks, to WLW, WOR and WXYZ, thru Lord & Thomas, Chicago.

Skelly Oil Co., Tulsa (oils and gasoline), six times weekly *t*, 26 weeks, thru Ferry-Hanley Advertising Co., Kansas City.

John Morrell Co., Ottumwa, Ia. (Red Heart dog food), once weekly, *sp.* 52 weeks, thru Henri, Hurst & MacDonald, Chicago.

Rival Packing Co., Chicago (Rival dog food), once weekly *t*, 13 weeks, thru Charles Silver Agency, Chicago.

Fuji Trading Co., Chicago (chop suey sauce), three times weekly *sp.* 26 weeks, thru C. Wendel Muench & Co., Chicago.

Libbey, Owens-Ford Glass Co., Toledo, daily time signals, eight weeks, thru United States Advertising Company, Toledo.

THE ADLERIKA Co., St. Paul (proprietary), through the St. Paul Advertising Company, has expanded its original schedule of stations to broadcast the 15-minute transcriptions twice weekly for 26 weeks. Stations include KFH, KJR, KGA, KEX, KLZ, WHAS and KSL.

CHAMBERLAIN LABORATORIES, Des Moines (hand lotion), is selecting stations for its daily transcription announcement series, to run 15 weeks. Thus far stations include WHO-WOC, WHAS, WOAI, WFAA, KSL. Coolidge Advertising Company, Des Moines, handles the account.

OLSON RUG CO., Chicago, is buying mail-pulling programs on stations in Chicago, St. Louis, Detroit, Nashville and Des Moines, through P. O. Palmer, Chicago.

SLINGERLAND BANJO & DRUM Co., Chicago (musical instruments), is buying studio programs at WLS, WHO-WOC and WSM. The account is handled direct.

KNOX Co., Kansas City (Cystex), is enlarging its schedule of stations carrying the weekly 15-minute transcription series for 26 weeks, to include WSMB, WMCA and WAAB. Dillon & Kirk, Kansas City, handles the account.

THE WANDER Co., Racine, Wis. (Ovaltine), is placing the 15-minute "Orphan Annie" transcriptions six times weekly for 52 weeks on far-west stations including KGO, KGA, KJR, KLZ, through Blackett-Sample-Hummert, Inc., Chicago.

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal), thru the Mitchell-Faust Agency, Chicago, is placing 5-minute transcriptions three times weekly on WFBM, KMOX, WTMJ, WCCO, WFAA, WOAI. A 15-minute studio program is used at WLS, and daily announcements for 26 weeks at WJR.

REID, MURDOCH & Co., Chicago (grocery items), is buying time signals and announcements on a list of stations including WSB, WCCO, WMCA, WJR, WHAS, KFH, WTMJ, KMOX, WNAC. The account is handled by P. O. Palmer, Chicago.

GENERAL MILLS, Inc., Minneapolis (kitchen tested flour), is scheduling 5-minute transcriptions to run thirteen times on WIOD, WDBO, WAVE, WGST, WFLA. The McCord Co., Minneapolis, is placing the account.

GEPPERT STUDIOS, Des Moines (photo enlargements), will use half-hour studio programs once weekly for 26 weeks on WHO-WOC, WSM, WFAA, WLS and KSL. Lessing Advertising Co., Des Moines, handles the account.

J. A. FOLGER & Co., Kansas City (coffee), is using four announcements weekly in its fall campaign on WDAF, KMOX, WFAA, WKY, WOAI, WHO-WOC and KVOO.

HOUSEHOLD FINANCE Co., Chicago (personal loans), is buying studio programs and announcements on stations in Buffalo, Pittsburgh, Rochester and Detroit. Charles Daniel Frey, Chicago, handles the account.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), has purchased the sponsorship of Notre Dame football games over WBBM, Chicago, and WFBM, Indianapolis. The account is handled by Ruthrauff & Ryan, Chicago.

PATHFINDER PUBLISHING Co., Washington, D. C. (magazine) is buying established mail-pulling programs on several stations, effective Nov. 1. Stations on the schedule include WSM, WLS, WFAA, WHO-WOC, WLW, WDAY, KFYR, KLS, KFEQ. First United Broadcasters, Chicago, handles the account.

HUMBOLDT MALT & BREWING Co., Eureka, Cal., has placed its advertising account with Leon Livingstone Advertising Agency, San Francisco.

FORMFIT Co., Chicago (brassieres and corsets) has named Morris, Windmuller & Enzinger, Chicago, to handle its advertising.

J. W. MARROW Co., Chicago (Mar-O-Oil shampoo and toilet preparations) has placed its advertising with Heath-Seehof Inc., Chicago.

A-C SPARK PLUG Co., Flint, Mich., has placed its advertising with D. P. Brother & Associates, Detroit.

GLESSNER Co., Findlay, O. (Turpo Keen shaving Cream, etc.) has appointed United States Advertising Corp., Toledo, to handle its advertising.

WORCESTER SALT Co., New York, has placed its advertising with Charles W. Hoyt Co., New York.

TRAINER BREWING Co., Philadelphia, has appointed E. A. Clarke Co., Philadelphia, to handle its advertising.

McJUNKIN ADVERTISING Co., Chicago, has been appointed to handle the radio and other accounts of Princess Pat, Ltd., Chicago (cosmetics).

F. W. CLEMENTS Co., Rochester, N. Y. (proprietary remedies) has appointed Redfield-Coupe, Inc., New York, to handle its Allenru advertising.

PHILIP R. PARK, Inc., Chicago (health foods) has appointed Rogers & Smith, Chicago, to handle its advertising. Walter Smith is the account executive.

BALLARD & BALLARD Co., Louisville (flour and feeds) is now placing its advertising direct.

WAGGONER-GATES MILLING Co., Independence, Mo. (flour) has appointed Murrel Crump Advertising Co., Kansas City, to handle its advertising.

DANDEE PRETZEL & POTATO CHIP Co., Cleveland, has named Edward Howard agency, Cleveland, to handle its advertising.

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
548 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

NOW ON
DOUBLE DAYTIME POWER
KSD
A DISTINGUISHED BROADCASTING STATION
IN ST. LOUIS
ANOTHER RECORD BROKEN
Local, National, and Net Work Advertising Volume of Business for September, 1934, was the LARGEST in these three major divisions for any September in the history of KSD.
KSD is performing an excellent service for Radio Advertisers in St. Louis.
NRA
CODE
RED NETWORK OUTLET FOR NATIONAL BROADCASTING CO.
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

Quick Economical Results for Classified Advertisers

•

BROADCASTING'S complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

HELP WANTED

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

SITUATIONS WANTED

Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

WANTED TO BUY

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

FOR SALE

Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in BROADCASTING.

•

Copy should reach this office five days prior to date of publication. Classified ads do the job quickly and economically. 7c per word—count three words for box number—cash with order.

•

BROADCASTING
Broadcast Advertising

870 National Press Bldg., Washington, D. C.

He Took It Back!

An advertiser on WWVA for the past year got growing pains and went on an expedition to increase his present string of stations. One of his calls was a 50 kw. superpowered job, with a terrific reputation for pulling mail, which, incidentally, this particular advertiser craves.

In his justifiable enthusiasm, the 50 kw. spokesman said: "We'll guarantee to whip any four stations you are now using!" Whereupon said advertiser promptly replied: "Put that on paper and a twelve-months' contract and an advance check for one month's broadcasting will be yours!" That called for caution, hence the 50 kw. representative asked for mail figures produced by the advertiser's best station to date. WWVA's record was promptly cited, and the guarantee to "whip any four stations" was OUT. Frankly, it would be a man-sized job to "whip" WWVA alone.

And that's the way it goes at WWVA—We really DO things for our advertisers that stack up against the records of the best. For real coverage AND results in Eastern Ohio, Western Pennsylvania and West Virginia, consult our representative or write direct!

5,000 WATTS
WWVA
1160 KILOCYCLES

West Virginia Broadcasting Corp.
Hawley Bldg.
Wheeling, W. Va.

Columbia Station

Representatives
J. H. McGillvra, 485 Madison Ave., New York City
John Kettlewell
634 Palmolive Bldg.
Chicago, Ill.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by *National Advertising Records*, these being supplemental to the lists carried in previous issues of BROADCASTING:

Associated Mfrs. of Steel Beer Barrels, Cleveland.
Joseph Burnett Co., South Boston (extracts).
California Perfume Co., New York.
Copinol Co., Los Angeles (Copinol).

RADIO Transcription Co. of America has started its fall production in its Hollywood studios under the direction of Ben Cruse, manager. A series of 78 transcriptions of musical comedy miniatures will be called "Nonsense and Melody," with Gill and Doemling, former masters of ceremonies at KHJ. A group of weekly dance programs will feature Nick Stuart, film player. "Hawaiian Fantasies" will include 39 fifteen-minute discs with a Hawaiian instrumental quartet. "Happy Valley Folks" will make 78 transcriptions of hillbilly music, and police headquarters will dramatize detective fiction. "Senate Murder Mystery" will offer 13 episodes of a mystery serial, as a follow-up for the "Prison," "Radio Studio" and "Airplane" mysteries.

DECCA RECORDS, Inc., has opened an office in Los Angeles in the Braun Bldg., with Bert Annear as manager. L. C. Gilman, Pacific coast manager with offices in San Francisco, opened the office Oct. 1. The English recording firm has gone into production of phonograph discs with radio names in Hollywood. Recordings, Inc., will do the technical work.

THE SERIES of "Robin Hood" transcriptions for the Central Shoe Co., St. Louis, placed through the Jimm Daugherty Agency, St. Louis, has changed production for the series. Starting Oct. 1 the discs are being made in the Hollywood plant of RCA-Victor, Inc. A new series of 13 episodes was ordered at that time.

RADIO PRODUCTIONS, Inc., Los Angeles program and transcription producers, have appointed Associated Producers, Inc., RKO Bldg., New York, as their representatives in that area, and the Kasper-Gordon Studios, Boston, for the New England territory.

GUS ARNHEIM's Orchestra has made a community chest transcription with Bebe Daniels and Jimmy Newell as soloists, and a special Arnheim arrangement of "I Ain't Gonna Sin No More." It was made in the Hollywood studios of Freeman Lang for distribution through regular chest organizations.

Allied Record Company Opens Hollywood Office

ALLIED Phonograph and Record Mfg. Co. has been formed in Hollywood at 1041 North Las Palmas Ave., and began operations Oct. 1. Louis Goldberg, former New York capitalist, is president. Archie Josephson, until recently sales manager for the sound-on-disc department of Columbia Phonograph & Radio Co., Hollywood, is director of sales. Henry Pursell, factory superintendent for Columbia, has resigned to become director of factory operations.

The firm has installed complete and modern equipment for the processing and pressing of phonograph and electrical transcription discs. Its activities will be confined entirely to this field. It will not produce programs or distribute transcriptions, but will do processing and pressing for many of the transcription groups in the Southwest and West Coast area.

STUDIO NOTES

PHOTOGRAPHS of radio celebrities are given away to listeners who turn in the correct titles for as many as five of eight transcription numbers broadcast by WFBL, Syracuse, N. Y., in a weekly musical contest. Mail response is reported to be tremendous. The hundred persons who name the most musical selections correctly are to be invited to a "Musical Bee" at the WFBL studio.

WTMJ, Milwaukee, held a private demonstration of facsimile broadcasting in the Journal Building on Oct. 10. The demonstration was designed to show the progress WTMJ has made in transmitting pictorial material by radio. Following the demonstration WTMJ planned to broadcast facsimile on a daily experimental schedule.

WSUN, Clearwater, Fla., has installed an Estey Minuet studio organ, which is used chiefly to provide musical backgrounds and in feature programs.

"STATION K-I-D-D," heard over WIND, Gary, Ind., every Saturday morning, uses child talent from 2 to 11 years old. Seymour Young, 10-year-old announcer on the program, recently obtained a part in Frank Buck's NBC show.

FOUR NEW offices have been added to the KMOX studios in the Mart Bldg., St. Louis, to house the continuity department and music library.

SAN DIEGO (Cal.) Exposition in 1935, on the site of its 1915 exposition, will have a model broadcast studio and will have lines to KFSD and KGB. Waldo Tupper, who was director of various annual radio expositions in Los Angeles, will have charge of promotional activities. He has established headquarters temporarily in the Los Angeles Chamber of Commerce.

THE SECOND hour-long day-time program to be presented by CBS in line with its plans to strengthen its morning and afternoon broadcast schedules is a big minstrel show, produced in the "blackface" manner. Under the title of "The Modern Minstrels," it made its bow Oct. 8, to be heard Mondays, 9-10 a. m. The company of 35 is headed by Harry von Zell, ace CBS announcer, as "Mistah Interlocutor"; John Mitchell and Lou Lubin, as "end men," and Leith Stevens as musical director. Gordon White, who conceived the show, likewise writes and directs it, with the cooperation of Max Wylie.

WTAR, Norfolk, Va., has completed plans for complete modernization of its plant through purchase of an RCA 1-D transmitter of 1,000 watts, now being installed. The station recently erected new studios in the National Bank of Commerce Building and has spent approximately $30,000 in the modernization project. The old WTAR transmitter will be used as an auxiliary. The station has filed separate applications to increase day and night power to 1,000 watts. It now uses 500 watts.

"YE OLD TOWN CRIER" has opened its fifth season of broadcasting over WEBR, Buffalo.

"BALTIMORE MEMORIES," on WBAL, Baltimore, twice weekly, presents Meredith Janvier, author and raconteur, in informal reminiscences of the latter part of the nineteenth century.

FREE & SLEININGER
DEPENDABLE
Radio Station Representatives
NEW YORK CHICAGO DENVER
LOS ANGELES SAN FRANCISCO SEATTLE

POPULATION OR PULL?

NBC Basic Blue Network
17 Hours Daily
VERNON H. SMITH
Manager
Office and Studio:
WREN BUILDING
LAWRENCE, KANSAS

Population does not mean either buying power or response.

There are bigger markets than WREN serves--but no more responsive market. You can use the Kansas City market profitably--and WREN successfully!

WREN

GREG. BLAIR & SPIGHT, Inc.
National Representatives

NEW YORK - CHICAGO
SAN FRANCISCO
LOS ANGELES - DETROIT

SOMETHING new in "friendship build-up" has been worked successfully by WISN, Milwaukee, in inaugurating a night football game broadcast for city and suburban high schools. The station, which last year broadcast the first day-time high school football game in Milwaukee, this year put over a great exploitation stunt by broadcasting a night-time game between Shorewood and Wauwatosa highs in suburbs of Greater Milwaukee. Howard Peck handled the broadcast from a special tower built by Shorewood high's manual training students. WISN recently signed the Waukesha-Roxo and a liquor distributor company to sponsor 15 games to be played by the University of Wisconsin, Marquette University and the Milwaukee Teachers' College, all by direct wire from the fields.

KOIL, Omaha-Council Bluffs, picks up and broadcasts proceedings in the Omaha police court and feeds the program to KFOR, Lincoln, and WAAW, Omaha.

OUTSTANDING figures of the sports world are heard via transcriptions over WCKY, Cincinnati, in weekly interviews sponsored by the Smith-Kasson Co., Cincinnati department store, featuring the Nunn-Bush shoes for men.

"FRONT PAGE HEADLINES" is a twice daily feature on KVI, Tacoma, Wash., the news bulletins being furnished by the *Tacoma News Tribune* and the *Tacoma Ledger*.

WRR, Dallas, municipal broadcasting station, has increased its floor space 300 per cent by occupying the entire tenth floor of the Southland Life Bldg. It carries commercial accounts in local competition.

WHAM, Rochester, N. Y., plans to extend its range of facilities to handle all audible sounds from 30 to 10,000 cycles as compared with its present range of from 30 to 5,000. The change is to be made in anticipation of "high fidelity" receiving sets.

RESPONDING to an emergency call from the Denver General Hospital, KFEL, Denver, issued an appeal for volunteers to furnish a pint of blood to save the life of a young mother on Labor Day. The first response came within 10 minutes, and 52 offered aid in two hours.

WROL, Knoxville, Tenn., again had the exclusive broadcast privileges from the Tennessee Valley Agricultural and Industrial Exposition the week of Sept. 16. A visual studio was erected on the fair grounds.

"GODFREY's Chernerized Gazette," a half hour skit featuring Arthur Godfrey, popular Washington radio entertainer, on WJSV, has been done in an 8-page printed tabloid for distribution at the show rooms of the sponsor, the Cherner Motor Co. The idea was executed by the Henry J. Kaufman Advertising Agency, Washington. Names of those who obtain copies of the paper are turned over to the sales department of the auto company.

TAKING over two entire floors of the Nicollet Hotel, WCCO, Minneapolis, is now engaged in the completion of a $15,000 expansion program which it is said will give this station one of the finest and most up-to-date studio and office layouts of any west of Chicago. The work, according to Earl Gammons, manager, involves complete remodeling of the entire 12th floor, following the signing of a five-year lease with the hotel, and also the major alterations to the existing studios on the 13th floor. Included in the work was the acquisition of two smaller studios.

PLANS have been completed for the construction of new studios, executive offices, and added visitors' space for WFAS, White Plains, N. Y. The expansion will be done in the present quarters in penthouse atop the Rogers Smith Hotel.

A LOST and Found Exchange is sponsored twice weekly on WCKY, Cincinnati, by two dentists. Want ads are broadcast free of charge.

LIVES and property were saved at a CCC Camp during the summer through a timely warning of a hurricane broadcast by KTSA, San Antonio, Tex. The camp was 150 miles away, but the broadcast carried clearly because of a recent frequency shift from 1290 kc. to 550 kc.

"REVIEW of the Air" is the name of a house organ started by WMBH, Joplin, Mo., and published monthly. The publication, circulated among advertisers and agencies, contains news of station features, results of successful campaigns, and the like.

DON LEE Broadcasting System headquarters in Los Angeles has ordered three 5,000-watt transmitters from Western Electric Co. for installation at KHJ, Los Angeles; KGB, San Diego; and KFRC, San Francisco. Present 1,000-watt outfits were not suitable for their new 2,500 daytime allotments.

THE NATIONAL Congress of Parents and Teachers inaugurate over NBC networks on Oct. 4 a weekly series of half hour programs presenting educational leaders in discussions of problems confronting the parents of today.

STATION WEEI, NBC Boston outlet, celebrated its tenth birthday September 29 with a special program network. WEEI first went on the air in 1924.

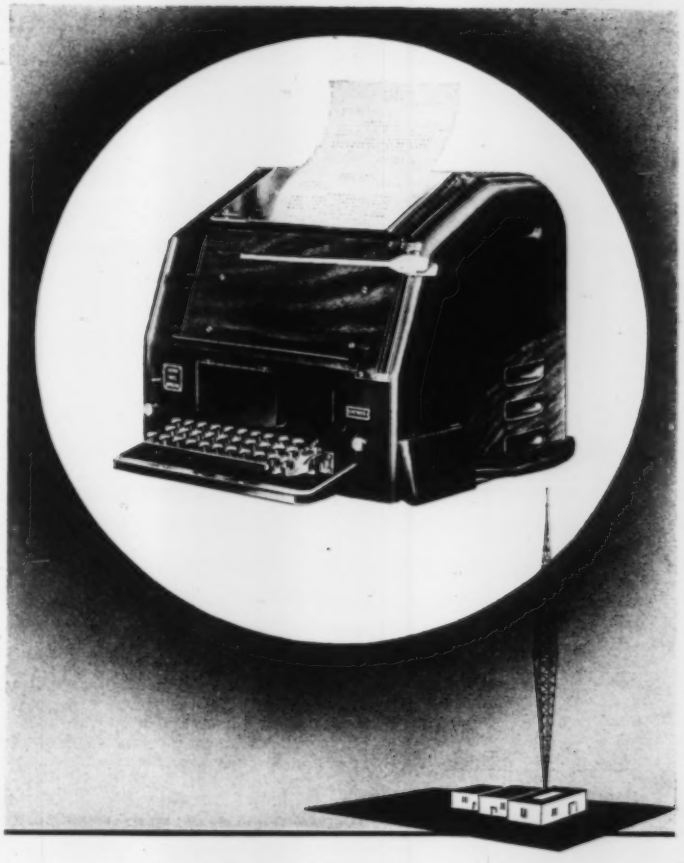
A NOVEL remote feature found highly entertaining and having advertising possibilities by KIDO, Boise, Ida., is taking hit tunes and short skits direct from the sound equipment of local theaters and broadcasting them.

FCC Inquiring Into Station Ownership

THE DEGREE to which interlocking directorates and joint control exists among stations and networks will be ascertained by the Broadcast Division under new regulations adopted Oct. 9. Pursuant to the revised regulations, the Broadcast Division on Oct. 11 dispatched to all stations a letter, accompanied by the new order, explaining the purpose. The FCC explained also that many stations had failed to respond to the questionnaire sent out several weeks ago on station stock-ownership, notably the question specifying that any written lease, contract or other agreement with any person, company or corporation which may affect the conduct or control of the radio licensee must be attached as an exhibit.

"In asking this question," the letter said, "it was and is the desire of the FCC to be advised by your company, as licensee, the details of all existing contracts, agreements and leases, verbal or written, by and between your company and any and all other broadcasting stations, for the use of the facilities of your station. Also as to the details of any existing contracts, leases or agreements, verbal or written, for the use of the facilities of your broadcasting station which were made other than with individual users by you as licensee.

"In the case of holding companies or operating companies controlling directly or indirectly more than 50 per cent of the stock of the subsidiary, the parent company will disclose existing contracts, agreements and leases made for the use of the services of the subsidiary companies showing the subsidiaries' share of proceeds received or to be received from said contracts, agreements or leases."



A WIRE COMMUNICATION SERVICE SPECIALLY SUITED FOR THE BROADCASTING INDUSTRY

BECAUSE of its speed and accuracy, Bell System Teletypewriter Service — typing by wire — is proving of particular value to the broadcasting industry.

(1) You not only can type your message directly into the office of any other subscriber to this service; but (2) you can also get your answer on the same connection; and (3) both parties have identical typewritten copies of every word exchanged.

Consider what this would mean in terms of your own business . . . *how much it would help you accomplish . . . in less time . . . and with better results.*

We believe that you will be interested in learning more about this modern communication service and how it can be applied to the modern business of broadcasting. Call your local Bell Telephone office for further information; they will gladly have a representative visit you at your convenience, with no obligation whatever on your part.

BELL SYSTEM TELETYPEWRITER SERVICE

WAPI

"Ranks No. 1
IN LEAST COST
PER INQUIRY"

Says
RUMFORD!

"On the cost per inquiry on Rumford Baking Powder for the first eight weeks of current series WAPI ranks No. 1! Last year, another Birmingham Station for the same period, ranked 42nd out of 53 stations."

—above is quoted from a letter from Scott Howe Bowen, Inc. Wise advertisers today insist on "Popularity PLUS Power," when they spend radio dollars. WAPI with cleared channel . . . most powerful station in Alabama . . . gets results because it holds listeners. Get all the facts!

BASCOM HOPSON—President

"THE VOICE OF ALABAMA"
WAPI BROADCASTING CORPORATION
5000 WATTS
NBC NETWORK
BIRMINGHAM ALABAMA

Press-Radio Leader for Private Control

(*Continued from page 13*)

between a vaudeville producer and the advertising manager of a popular magazine. Such people are not fit to conduct the educational activities of eighty million Americans."

As a compromise measure between government control and private control, Mr. Bliven suggested:

"Let us have one nationally owned and operated network, with a station of ample power in each part of the country. Let the government summon such a man as President Hutchins of the University of Chicago or President Conant of Harvard to be its head. Then let the listeners of America choose between government programs and private ones."

Mr. Harris, contrasting American and European systems of broadcasting control and operation, stated:

"In this country the broadcasters in their own interest must try to give the listeners what they want; in European countries the broadcasters produce what the government believes the listeners should have."

Discussing censorship of broadcasting in foreign countries, Mr. Harris cited specific examples of prohibition of certain types of programs, mainly political, in Austria, Czechoslovakia, France, Ireland, Norway, Rumania and Yugoslavia.

"Radio broadcasting programs produced by private institutions without government dictation," said Mr. Harris, "are a practical demonstration to foreign countries that liberty and democracy are the propelling forces in the advancement of civilization."

In lieu of government control of broadcasting Mr. Harris suggested that each listener who does not approve of a radio program should register his specific protest in one or all of the following three ways: 1. To the station owner; 2. To the advertiser; 3. To the Federal Communications Commission.

Dr. Fishbein Raises Issue

AT THE conclusion of the debate Chairman George F. Zook, director of the American Council on Education, inaugurated an hour of floor discussion. Dr. Morris Fishbein, president of the American Medical Association, took exception to statements made by Mr. Bliven.

"There were plenty of good programs on the air all through the summer," he said. "The reason why Mr. Bliven did not hear any was because he was in Europe at the time, listening to European broadcasts."

Dr. Fishbein voiced his opposition to government ownership, stating that "the government has not shown its ability to control and operate as well as private groups. Before we change, let us renovate and remodel what we have."

The broadcasting industry itself was represented in the discussion by T. D. Rishworth, KSTP, St. Paul, who illustrated ways in which his station, and others, are constantly seeking to improve their service. "KSTP now has a clause in all of its local station commercials that permits it to break in whenever it is necessary to give news bulletins," he said.

Harris K. Randall, representing the Chicago Civic Broadcast Bureau, emphasized a statement recently made by Glenn Frank, president of the University of Wisconsin. According to Mr. Randall, President Frank's words were:

"Do not do anything that will freeze control of radio in any specific form."

Of the ten or twelve persons who contributed to the post-debate discussion, this writer significantly noted that not one advocated government control, and the majority of them proposed stimulation of better programs under the system as it now exists.

WANT TO KNOW WHICH STATION TO USE IN DETROIT?
Here's Your Answer -

MORE DETROIT ADVERTISERS PREFER CKLW THAN ANY OTHER NETWORK STATION

Member COLUMBIA Basic Network
CKLW
THE INTERNATIONAL STATION
5,000 Watts (840 Kc.) In the Center of the Dial

Windsor Offices:—
GUARANTY TRUST BLDG.
Phone: 4-1135

Detroit Offices:—
UNION GUARDIAN BLDG.
Phone: CAdillac 7200

WBNX
MARKS THE SPOT
Spot Broadcasting Center
FOR EXAMPLE—
The Lewis Shoe Company bought Italian Spot Announcements.
Results warranted additional contracts for GERMAN, ITALIAN, POLISH, JEWISH, GREEK, SPANISH SPOT ANNOUNCEMENTS
Let Us Tell You This Story In Detail—Write
WBNX • New York

Networks Record Big Gains For September; October Looks Better

AFTER recording only small gains during August over the same month last year, network gross income figures showed sharp increases during September for both NBC and CBS, the increases registered being, respectively, 20 and 26 per cent.

No breakdown of the NBC figures to show the comparative totals for the red and blue chains was available at the time of going to press. The total for the company, including the Pacific coast, was $1,860,166, as compared with $1,555,606 in September, 1933, and $1,951,826 in the record September of 1931.

CBS, not counting its Pacific coast network sales except when they form part of a national hook-up, grossed $700,491 last month compared with $547,203 in the corresponding month last year.

Prospects are good for a record gross during the present month and when comparable figures for NBC and CBS, compiled in accordance with a uniform method, are obtainable, it is certain that the first nine months of 1934 will show CBS ahead of its previous record for three quarters, and NBC close to its high mark.

WBAL State Fair Show Attracts 69 Advertisers

SIXTY-NINE sponsors were given additional advertisement by WBAL, Baltimore, in a "Products Behind the Programs" exhibit recently at the Maryland State Fair. The display occupied double space in the exhibition hall and comprised the largest and most elaborate exhibit of the sort ever staged in the Baltimore area.

Approximately 80,000 persons attended the fair, according to WBAL, and most were attracted to the radio exhibit over which hung a large sign, "The Net-WBAL." The display was done against a background of black and gold, the station's colors. Practically every field of advertised products was represented in the display, both locally and nationally. Leslie H. Peard, Jr., WBAL promotional and merchandising manager, was in charge.

Film Makers Use Disc To Publicize New Stunt

RKO and Warner Brothers, Hollywood film producers, have combined to use a series of daily 5-minute transcriptions on 11 Los Angeles stations. Placement was made through Gerald King, manager of KFWB, Warner-owned station. The two film producers have made a unique arrangement for their downtown houses. RKO operates the RKO-Hillstreet Theatre, while Warners operates the Downtown Warners Theatre.

Under the arrangement the houses will exchange films.

The transcriptions consisting of music and talk, publicize the new arrangement. RCA-Victor, Inc., produces the discs in its Hollywood plant.

Newspaper Station Carries Features Copied Off Press

By SIDNEY BLISS
Manager, WCLO, Janesville, Wis.

A REPRESENTATIVE of a Chicago firm was in my office the other day discussing newspaper and radio advertising. His company had just opened a new office in Janesville which with another office in Beloit, 14 miles south, was to serve southern Wisconsin. "Frankly," he said, "I am not sold on local radio stations." I asked why and he said, "I don't know, they just don't appeal to me."

Here was a man born and raised in the city. Of course, he couldn't appreciate the farmer's and country people's interest in small community and rural activities. He could not visualize men and women living so close to their work that they walk home for dinner each noon. He could not see whole communities wrapped up in 4-H Clubs, PTA Clubs and similar community organizations. Not small groups, but the entire populace takes part in these inter-community activities.

City Strange to Them

NINETY per cent of these people have never been inside a metropolitan legitimate theatre, nor have they ever had the experience of frittering away $25 or more in one evening in a city night club. They would be more of a problem in the city than a flock of children. I know, because I took 90 of them in a group to the World's Fair last year. Of the 90, eight of them had never been to Chicago, 90 miles away, and they averaged in age from 20 to 72.

How many of these people, and thousands more like them, do you suppose read the metropolitan newspapers? How many of them can follow the modern smart, wise-cracking and once in a while subtle puns of city bred comedians on the air? The small city newspaper and local station operator can tell you and he doesn't have to guess. That is the reason for the long lived popularity of such shows as "Amos 'n' Andy" and "Clara, Lu and Em."

The *Janesville Daily Gazette* serves 55 cities and towns throughout southern Wisconsin. It is considered the daily paper in most of these communities and has a circulation in them varying from 70 to 95 per cent of all the homes.

Like Newspaper Pages

KNOWING what features in a newspaper give it popular appeal, we have built similar features for presentation through the *Gazette's* station, WCLO. For instance: The "Farmers' Exchange" program each morning carries the closing markets of the preceding night, weather reports and county farm bureau and agriculture bulletins. It is like the farm page of the newspaper. The "Hymn Time" program (more than 100 ministers and priests from churches throughout southern Wisconsin have talked on these broadcasts) is similar to a series of religious articles carried in the *Gazette*. The "Homemakers' Hour" provides menus, recipes and household suggestions like the woman's page. The "College of the Air" broadcast, direct from the classrooms of the University of Wisconsin, is similar to the newspaper's educational features. The "Story Hour Lady," who reads and impersonates the characters in books suggested by her audience and holds one of our largest female audiences, is similar to the paper's serial stories.

We carry the latest news on three 15-minute broadcasts daily, and these periods are interspersed with wire flashes that are scooping every news medium getting into southern Wisconsin, not excluding our own newspaper. This service is furnished by Transradio. The *Gazette* funnies are read to the kiddies each evening and this relieves the parents of that much dreaded duty. The 'Social Merry-Go-Round" with the "WCLO Gossiper" broadcasting the news of church, social and civic club activities, weddings, etc., is very much like the society page.

It's the human element brought into programs today that makes or breaks the audience. Local gossip will hold an audience against most any kind of outside competition.

Chicago Educators' Assembly Friendly

(*Continued from page 13*)

model. Objections have been raised to all these proposals. In the last analysis radio will go where the American public wants it to go."

In an address delivered on the first day of the sessions, Frederick P. Keppel, president of the Carnegie Corporation of New York, stated the same fact.

"The people in a hurry, the people with an axe to grind, the pressure groups and the propagandists have found the radio very well adapted to their needs—shall we leave the field to them?" Mr. Keppel also stated that one should not forget that broadcast entertainment is growing better steadily.

Mrs. William Brown Meloney, editor of the Sunday magazine section of the *New York Herald-Tribune*, who participated in the panel discussion, had a good word for private broadcasting. "A hand is coming to the commercial broadcaster," she said, "for the splendid pioneering work he has done."

Commercialism was deplored by some educators, but at the same time was shown to be a means whereby educational programs might be financed. Considerable interest was manifested in the plan submitted by Robert M. Hutchins, University of Chicago president.

"We haven't the money, the staff or the technical competence to make use of more wave lengths or equipment," he said. "To put it bluntly, I want the stations and the chains to provide the facilities, the time, and some part of the support, and leave us to do what we are supposed to know how to do and what we may some time learn to do—namely, the educating."

Mr. Hutchins further stated that he was not in favor of the allocation of special broadcasting facilities for educational purposes only.

Urges a "Yardstick"

ROBERT M. SPROUL, president of the University of California, likewise advocated independence and a proper time allowance for educational programs. However, he went a step further and suggested the possibility of withdrawing certain wave lengths from commercial uses and utilizing them for educational purposes.

Miss Grace Abbott, professor of public welfare administration at the University of Chicago, proposed the establishment of government experimental radio stations, to serve as a yardstick for commercial stations. Miss Abbott did not believe that the government would produce programs equal to the best on commercial stations, but likewise she felt that it would not produce anything as bad as the worst commercial programs, accompanied as they are by what she called "fearful advertising."

At the closing session the following officers were elected: Dr. Robert A. Millikan, president (re-elected); Livingston Farrand, Meta Glass, Robert M. Hutchins, Michael I. Pupin and Walter Dill Scott, vice presidents, all re-elected; Harry W. Chase, chairman of the board; James E. Russell, vice chairman; William J. Donovan, treasurer, and Levering Tyson, secretary-director (re-elected). The board of directors to hold offices until the 1937 annual meeting were the following: Morse A. Cartwright, Everett Case, William J. Donovan, James E. Russell and George F. Zook, and the executive committee consisted of Morse A. Cartwright, Everett Case, W. W. Charters, William J. Donovan, James E. Russell, George E. Vincent and Harry W. Chase.

NOT ONE PERSON IN MEXICO HEARD US!

T'other day, we asked our audience to vote on a certain program. Answers literally poured in from the surrounding territory. But not one from Mexico .... We're proud that *all* the money you spend with WAVE is concentrated right here among your million *logical listeners*, who prefer WAVE because it is near, clear, and *here!*... N.B.C., of course.

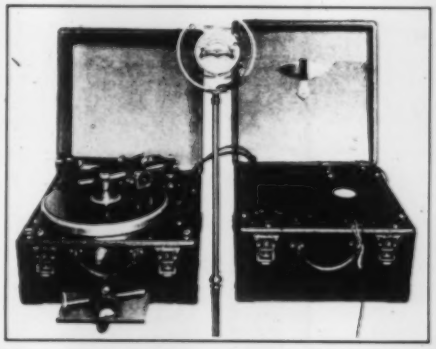
National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K.C.

PRESTO UNIVERSAL RECORDER

• *instantaneous* • *economical*
• *maximum efficiency*

A new and lucrative source of income to the broadcast station



TWO cases comprise the Presto Universal Recorder. One case contains the turntable and motor, feed mechanism and electro-magnetic pickup. The turntable runs at both 78 RPM and 33 1/3 RPM taking 12" records on the Standard model and 16" discs on our large chassis. The recorder cuts aluminum as well as the specially coated discs manufactured exclusively by Presto.

THE second case contains the amplifier which is designed especially for instantaneous recording work. It employs 3 stages of resistance coupling, each in push-pull. Power output is 10 watts. Presto Universal Recorders insure recordings of the highest type.

PRESTO RECORDING CORP.
139 West 19th Street New York, N. Y.

Educators Drop Nationalization Pleas

(Continued from page 10)

be given educational interests and that higher standards be introduced in radio. He lambasted many programs, particularly those advertising proprietaries, and declared there is growing listener dissatisfaction. He predicted that if the present program schedules are allowed to continue for another ten years "we shall have the most depraved and vulgarized people in the world."

In contrast, two of the educational witnesses, Prof. Henry Lee Eubanks, of the University of Wisconsin, and Dr. James A. Moyer, of the Massachusetts Department of Education — presented arguments which indicated a desire to bring about amicable solution of the educational problem. The former, appearing for President Glenn Frank of the University of Wisconsin, declared provision must be made whereby commercial stations can be supplemented by adequate non-commercial units. Declaring educators are opposed to government ownership, he suggested that the FCC itself draw up a technical plan under which a specific number of channels would be "earmarked" for educational and other non-commercial pursuits, and ultimately would be allocated to them. Pending the development of local government agencies which would take over these facilities, he suggested that the "earmarked" channels might be used by commercial stations on a temporary basis. He emphasized that this non-commercial system could not be created in a day, but involved long-term planning. The project, he declared, should be planned without disrupting commercial broadcasting.

Dr. Moyer, who appeared for the National University Extension Association, advocated a plan whereby "responsible agencies" in the fields involved would negotiate for a "constructive solution." Prior to adoption, however, he held the use of time on existing commercial stations was no solution to the educational problem, and he criticized sharply the existing radio laws for their failure to care for educational radio needs.

Representing the National Association of Educational Broadcasters, of which he is president, Joseph Wright, director of WILL, operated by the University of Illinois, made a plea for more facilities for educational stations. He brought out that the number of educational stations had declined from 105 in 1926 to 38 this year. It is not the contention, he declared, that commercial stations are "all wrong," but that more facilities should be given the educational stations. His organization, he declared, is on record favoring a program under which educational stations would be relieved of the burden of defending their facilities and more time to such stations, even if the quota requirements must be discarded.

More week-day time for religious programs was the plea of Dr. Owen C. Brown, executive secretary of the American Baptist Publishers Association, representing the International Council of Religious Education. He endorsed proposals for class allocations, and said he was in hearty sympathy with the plan that non-profit stations be established.

Dean H. J. Umberger, of the Kansas State College of Agriculture, operating KSAC, and one of the pioneers in educational radio, revealed that his experience has been that there is a distinct difference in listener appeal as between commercial and educational stations. Certain of the university programs, he said, are placed on commercial stations, rather than on its own, because of the difference in appeal. He made a plea for more evening hours for educational stations, but stated he wanted both types of stations to exist.

Appearing for the Association of Land Grant Colleges, Arthur G. Crain, president of the University of Wyoming and chairman of the standing committee on radio, said that radio would "vivify" education through use of master teachers instructing millions of students. Such educational programs, he declared, should not be "interlarded" with advertisements. He asked that new educational stations be established.

Censorship Charged

THE PRESENT system "needs to be reorganized and rebuilt from the ground up," said S. Howard Evans, Washington lobbyist for the *Ventura Free-Press*, a small California daily, which several years ago embarked upon a vigorous propaganda campaign for government ownership of broadcasting, but which about a year ago suddenly halted that activity, apparently for want of support. He charged there was a censorship of radio invoked by the stations and chain systems, which prevented freedom of speech. When called upon to present his plan for reorganization of the system, he said that was a function of Congress rather than the FCC, and that he would withhold his plan until the propitious time. Licensing of stations under the present system, he asserted, is "a sort of grab-bag" procedure.

State administration of educational broadcasting on channels especially allocated for that purpose was proposed by James N. Rule, state superintendent of public instruction in Pennsylvania, appearing for the National Council of State Superintendents of Public Instruction. He made charges against the old Radio Commission in its administration of radio, alleging that its drastic rules forced many educational stations to close.

A startling statement attributing the lynching of two men last year in San Jose, Cal., to a radio news broadcast, was made by the Rev. Cornelius Deeney, S.J., of Santa Clara University, California Jesuit institution. Describing what he termed radio's "anti-social aspect," he said that the first inkling San Jose that a mob had stormed the jail in which murderers were incarcerated came to San Jose people "from a station 400 miles away." As a result, he asserted, the mob at the jail was quickly swelled by thousands who heard the radio report and consequently police were unable to protect the prisoners. He asked for more facilities for educational and religious organizations.

Armstrong Perry, director of the service bureau of the Morgan organization, gave an account of what he said he found after a radio educational survey in 37 foreign countries and in each of the 48 states. He talked about "public resentment" against radio advertising and what he termed the "world-wide trend toward government ownership." The latter,

Market With MONEY!

Among the fifteen largest markets, Milwaukee rates—

Home Ownership 3rd
Automobile Ownership . 5th
Radio Ownership. 2nd
Industrial Payrolls 6th

Covered Thoroughly ONLY by

WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co. Tube F-357A Half Wave Rectifier interchangeable with U. V. 857 and W. E. 266A

●F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

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declared, might be checked here if proper paths are pursued. The crux of the current problems, he said, is not the fact that there is advertising on the air, but that "it dominates the air."

At this juncture, Vice Chairman Brown observed that at the NAB convention in Cincinnati last month he had heard Commissioner Ewin L. Davis of the Federal Trade Commission state that broadcasters are doing "very fine work" in connection with commercial programs. To this Mr. Perry responded that it was his view that the procedure in reviewing commercial continuities by the Trade Commission might well be reversed, with stations submitting them in advance of presentation, rather than after.

Mr. Perry declared that some 75 educational stations have been eliminated since 1930, and that the Radio Commission had given the impression that they were voluntarily discontinued. The federal government, he charged, favors commercial interests as opposed to "public welfare institutions," insofar as radio is concerned. The only time made available by stations for public welfare programs, he declared, otherwise would be only "sustaining programs, anyway." Among solutions he suggested were legislation definitely allocating facilities for public welfare services, a technical plan involving use of directional antennas which might eliminate interference objections, use of ultra-high frequency channels to provide additional facilities and the possible use of "wired radio."

Questioned on 15 Per Cent

QUESTIONED further by Vice Chairman Brown as to how the educators arrived at the original figure of 15 per cent of all facilities for educational stations, and whether that was too much or too little, Mr. Perry said that in his opinion that percentage is "not too much for ultimate development, but more than enough for the immediate future." He agreed it was a long-term project.

Chairman Gary inquired of Mr. Perry how many commercial stations had fallen by the wayside because of economic reasons as contrasted to educational stations, but the witness declared he had no information.

Indicating the character of demands for time and facilities which would come from innumerable so-called public welfare organizations, Gould Wickey, acting secretary of the Council of Church Boards of Education, declared that more radio time should be made available for religion. While Sunday broadcasts are "appreciated," he asserted these are not sufficient for the causes of religion. Religious institutions could supply entertainment over stations given them through use of church bands and choirs, he said.

Judge Rutherford Testifies

ALSO on the religious side was testimony of Judge Rutherford for the Peoples Pulpit Association. Largely a repetition of the testimony he gave before Congressional committees at the last session, alleging domination of the networks by "professional religionists," his testimony included a vitriolic condemnation of what he called the "Catholic hierarchy." It was because of this testimony, and an affidavit to the effect that the House record of the hearings last year had been "mutilated," that Father Harney and Henry L. Caravati, business secretary of the National Council of Catholic Men, appeared before the FCC to refute the charge as a "lie" and a "fraud." Elton J. Layton, clerk of the House Committee on Interstate and Foreign Commerce, who had been implicated in this situation as having supplied the information that Father Harney was the only one who could have had access to the manuscript allegedly effaced, also appeared before the committee to deny that statement.

Harris K. Randell, of Chicago, formerly identified with the "American Listeners League," and now with the Chicago Civic Bureau, advanced a novel plan whereby licenses would be given to public service organizations to use facilities over existing commercial stations, those organizations to sell as much time as necessary to defray program costs. A highly involved proposition, the plan, boiled down, appeared simply as one under which stations would turn over their time to other organizations, bearing federal license, for resale, with these organizations paying only for the use of the technical equipment, if that. The Civic Club of Chicago, Mr. Randell declared, is "ready to apply for a license."

Appearing for the American Civil Liberties Union, Bethuel M. Webster, Jr., former general counsel of the Radio Commission, expressed the view that every station in the country should be required to set aside definite desirable periods on a non-profit basis for free discussion of educational, political and social matters. He said it could be accomplished under the American Plan of broadcasting as well as under several of the proposals for government ownership or for class-allocation of facilities.

"Too Many Stations"

MAKING several proposals, Mr. Webster suggested first that the FCC in cooperation with the industry and other groups, such as those which participated in the hearing, should formulate regulations under which the "regular use of all stations for uncensored discussion will be assured."

Mr. Webster stated that there is "no legal or social justification for the existence of 600 stations." Other than network stations, he declared, it is "common knowledge" that the expedients of low power and time divisions preclude satisfactory operation; that in general regional and local stations are affected with objectionable interference, broadcast very poor programs, command a negligible following and are a "source of grief and usually loss to their owners." On networks, he said, there is "a deplorable amount of duplication; they are illogically placed, especially with reference to rural listeners; they operate on undesirable frequencies with insufficient allowance of power."

All this, he declared, "can be laid at the feet of the now happily defunct Radio Commission. That body devoted six years of existence to trivial adjustments and relatively petty administrative matters, and was the victim of political maneuvering, he said. "It left the American system substantially as it found it—a chaos."

In his second plan Mr. Webster suggested that the major networks be permitted to continue as competitive, commercial agencies subject to strict control, each required to serve the whole country with use of ultra-high power and a minimum number of clear channels, possibly in the range below the present broadcast band. He also suggested the establishment of a new national network, or its equivalent in regional networks, to be operated by the government over a trial period of about five years. In each state, depending on size and program producing facilities, he suggested 1 to 4 full-time regional or local stations to serve local needs and interests.

"Under the suggested setup there would be, say, 250 to 300 stations operating with high power on a full-time, self-sustaining basis on desirable interference-free channels," he said. "It is our view that the adoption of such a proposal would strengthen the network companies and improve network services; that it would offer a very interesting experiment in public ownership without sacrifice of the proved advantages of the American system; that it would purge the industry of unsound and undesirable units; that it would simplify the problem of regulation. We think it can be done pursuant to the regulatory powers of the Commission without raising effective objections under the due process clause of the Constitution, but if it must be done by limited condemnation, we believe it is worth the price."

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
SEPT. 27 TO OCT. 11, INCLUSIVE

Decisions . . .

OCTOBER 9

WHJB, Greensburg, Pa.—Granted modification of CP approving transmitter and studio location in Greensburg, extending commencement date to Oct. 29 and completion date to 60 days thereafter.

WRAX, Philadelphia—Granted license to cover CP for auxiliary transmitter; 920 kc., 250 w.

WPEN-WRAX, Philadelphia—Granted license to cover CP for a period of 90 days conditionally as to WPEN; 920 kc., 250 w. night, 500 w. LS; stations to share time.

WKBZ, Muskegon, Mich.—Granted license to cover CP; 1500 kc., 100 w.; unlimited time.

WCRW, Chicago—Granted license to cover CP; 1210 kc., 100 w.; specified hours.

WMAL, Washington, D. C.—Granted modification of license to change main transmitter to auxiliary and change auxiliary to main transmitter.

WGAR, Cleveland—Granted authority to determine operating power by direct management.

WKRC, Cincinnati—Granted amendment to section 2 of extension of special temporary experimental authorization, dated Aug. 7.

WXYZ, Detroit—Granted authority to transmit programs from WXYZ to stations of the Canadian Radio Commission.

WTBO, Cumberland, Md.—Granted license to cover CP; 800 kc., 250 w., D.

WCAO, Baltimore—Granted modification of license to increase day power from 500 w. to 1 kw.

KGNF, North Platte, Nebr.—Granted modification of license to increase day power from 500 w. to 1 kw.

WNYC, New York—Granted modification of license to increase power from 500 w. to 1 kw.

WSFA, Montgomery, Ala.—Granted modification of license to increase day power from 500 w. to 1 kw.

WNAD, Norman, Okla.—Granted modification of license to increase power from 500 w. to 1 kw.

WFBC, Greenville, S. C.—Granted modification of license to increase night power from 250 w. to 1 kw.

KFJM, Grand Forks, N. Dak.—Granted special experimental authorization to change equipment and increase day power from 100 w. to 250 w., experimentally.

WJBK, Detroit—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

WMBC, Richmond, Va.—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

WJW, Akron, Ohio—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

WLVA, Lynchburg, Va.—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

WRAK, Williamsport, Pa.—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

WHEF, Kosciusko, Miss.—Granted license to cover CP; 1500 kc., 100 w., 250 w. LS; unlimited.

KMED, Medford, Oreg.—Granted license to cover CP; 1310 kc., 100 w., 250 w. LS; unlimited time.

WBNS, Columbus, Ohio—Granted authority to determine operating power by direct measurement.

WFBR, Baltimore—Granted authority to determine operating power by direct measurement.

KWK, St. Louis—Granted authority to determine operating power by direct measurement.

WJIM, Lansing, Mich.—Granted license to cover CP; 1210 kc., 100 w. night, 250 w. day; unlimited time.

WKJC, Lancaster, Pa.—Granted license to cover CP; 1200 kc., 100 w. night, 250 w. day; share WKBO.

KGER, Long Beach, Calif.—Granted license to cover CP; 1360 kc., 1 kw.; unlimited.

KRKO, Everett, Wash.—Granted CP to move locally to 1804 Hewitt Ave., same city; 1370 kc., 50 w., S-KVL.

WLBZ, Bangor, Me.—Granted CP to make changes in equipment and increase day power from 500 w. to 1 kw.

WNBX, Springfield, Vt.—Granted CP to make changes in equipment, increase power from 500 w. to 1 kw., and increase hours of operation from D. to D. to sunset at Erie, Pa.

KGRS, Amarillo, Tex.—Granted CP to make changes in equipment and increase D. power from 1 kw. to 2½ kw.

WFEA, Manchester, N. H.—Granted CP to increase day power from 500 w. to 1 kw.

WALA, Mobile, Ala.—Granted modification of license to increase day power from 500 w. to 1 kw.

WBTM, Danville, Va.—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

WIBM, Jackson, Mich.—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

NEW, Aberdeen Broadcast Co., Aberdeen, S. Dak.—Granted CP for new station to operate on 1420 kc., 100 watts; full D. hours.

NEW, Richard Austin Dunles, Wilmington, N. C.—Granted CP for new station 1370 kc., 100 w., D.

KIT, Yakima, Wash.—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

KFXJ, Grand Junction, Colo.—Granted CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 w. day.

KOOS, Marshfield, Oreg.—Granted CP to make changes in equipment, change frequency from 1370 to 1200 kc., and increase power from 100 w. to 250 w. D. hours.

KGKB, Tyler, Tex.—Granted extension of special temporary experimental authority to operate special hours as scheduled for 60-day period beginning Oct. 10.

WIS, Columbia, S. C.—Granted special temporary authority to operate a 100-watt test transmitter on 560 kc. during D. hours, EST, in vicinity of Columbia, S. C., Oct. 10 to Nov. 10, in order to determine new transmitter site for WIS.

WHEF, Kosciusko, Miss.—Granted special temporary authority to operate station without approved frequency monitor for a period not to exceed 30 days.

WPTF, Raleigh, N. C.—Granted special temporary authority to operate on frequencies 800, 720, 840, 910, 1070, 670, 1490, 1330, 1230, 1150, 620, 550, 860, 920, 770, 1090, 1020 kc., power 1 w., during D. hours for period not to exceed 60 days, in order to make antenna tests and observations on a new antenna development.

WOWO, Fort Wayne, Ind.—Granted special temporary authority to operate simultaneously with unlimited hours of operation with WWVA for a period not to exceed 30 days.

WWVA, Wheeling, W. Va.—Same as above except simultaneously with WOWO.

NEW, Clarion Broadcasting Co., Inc., Clarion, Pa.—Application for new station to operate on 850 kc., with 250 w. D. hours, heretofore designated for hearing, was reconsidered and granted.

Set for hearing: WLIT, Philadelphia—Special experimental authorization to increase power from 500 w. to 1 kw. night; KFBK, Sacramento, Calif.—CP to change transmitter location, make changes in equipment, change frequency from 1310 kc. to 1490 kc., increase power from 100 w. to 5 kw.; KFYO, Lubbock, Tex.—CP to install new equipment, change frequency, and increase power from 1310 kc., 100 w., night, 250 w. LS to 940 kc., 500 w.; WTEL, Philadelphia—CP to make changes in equipment, change frequency from 1010 kc. to 1230 kc., and increase power from 100 w. to 250 w. night, 500 w. day, change hours of operation from S-WHAT, WTEL one-third time and WHAT one-third time, but not permitted to operate any time WCAM is operating to unlimited (use directional antenna); KNOW, Austin, Tex.—Special experimental authorization to move studio locally to Norwood Bldg., make changes in equipment, change frequency from 1500 kc. to 1290 kc., and increase power from 100 w. to 250 w.; WROL, Knoxville, Tenn.—Special experimental authorization to change equipment and increase power from 100 w. to 100 w. night, 250 w. day, requests waiver Rule 6; WMBR, Jacksonville, Fla.—CP to make changes in equipment and increase power from 100 w. to 100 w. night, 250 day; WGL, Fort Wayne, Ind.—CP to make changes in equipment, change frequency from 1370 kc. to 1300 kc., and increase power from 100 w. to 250 w. night, 500 w. day; NEW, Great Western Broadcasting Association, Inc., Logan, Utah—CP 1500 kc., 100 w., unlimited; NEW, American Broadcasting Co., Washington, D. C.—CP 830 kc., 100 w., unlimited; NEW, Winger and Thomas, Chattanooga, Tenn.—CP 1420 kc., 100 w., D.; NEW, Albert T. Roche & Harold Smithson, Chico, Calif.—CP 850 kc., 100 w., D.; NEW, Brown Radio Service & Laboratory, Rochester, N. Y.—CP 1210 kc., 100 w., unlimited; NEW, Guthrie Broadcasting Co., Guthrie, Okla.—CP 1210 kc., 100 w., S-WBBZ (7-9 a. m., 11 a. m. to 1 p. m., 3-5 p. m., 7-9 p. m. daily), requests part facilities WBBZ; NEW, Joseph H. Hallock, Baker, Oreg.—CP 1200 kc., 100 w., D.; WKBS, East Dubuque, Ill.—CP to make changes in equipment, increase power from 100 w. to 100 w. night, 250 w. day, and increase hours of operation from specified to unlimited; WMBH, Joplin, Mo.—Modification of license, change hours of operation from specified to unlimited; WCLS, Joliet, Ill.—Modification of license, change hours of operation from specified to unlimited; WLLH, Lexington, Mass.—Modification of license, change hours of operation from specified to unlimited; WFEA, Shreveport, La.—CP, move transmitter and studio from Shreveport to a location to be determined in Baton Rouge, La., new equipment, and change frequency from 1210 kc. to 1500 kc.; KMMJ, Clay Center, Nebr.—CP, make changes in equipment, and increase power from 1 kc. to 2½ kw.; WWAE, Hammond, Ind.—CP to make changes in equipment, change frequency from 1200 kc. to 1010 kc., and increase power from 100 w. to 500 w. and change hours of operation from sharing with WFAM to unlimited; WDZ, Tuscola, Ill.—CP to make changes in equipment and increase power from 100 w. to 250 w., licensed for 1070 kc., 100 w., day only; NEW, Guilford Broadcasting Co., Abilene, Tex.—CP 1420 kc., 100 w., unlimited time; NEW, Raymond L. Hughes, Midland, Tex.—CP 1200 kc., 100 w., D; NEW, W. C. Hilgedick & Geo. C. Knaur, Denison, Tex.—CP 1200 kc., 100 w., D.; NEW, T. H. Barton, El Dorado, Ark.—CP 1370 kc., 100 w., unlimited; NEW, W. L. Gleeson, Salinas, Calif.—CP 1210 kc., 100 w., unlimited; NEW, A. H. Sconberg, Salinas, Calif.—CP 1300 kc., 100 w., unlimited; NEW, Palmer Broadcasting Syndicate, Inc., Portland, Me.—CP 1210 kc., 100 w., unlimited; NEW, Palmer Broadcasting Syndicate, Inc., Cheyenne, Wyo.—CP 1210 kc., 100 w., unlimited; NEW, Willis T. Shaughnessy, Bay Shore, N. Y.—CP 1370 kc., 100 w., unlimited; NEW, Great Western Broadcasting Association, Inc., Provo, Utah—CP 1210 kc, 100 w., unlimited; NEW, Louis H. Callister, Provo, Utah—CP 1200 kc., 100 w., unlimited; NEW, Paul Q. Callister, Salt Lake City, Utah—CP 1370 kc., 100 w., unlimited; KMO, Tacoma, Wash.—Modification of license, increase power from 250 w. to 500 w.; WBCM, Bay City, Mich.—Modification of license, increase day power from 500 w. to 1 kw. (Col. Brown voted to grant); KVOD, Denver, Colo.—Modification of license, increase day power from 500 w. to 1 kw.; WHP, Harrisburg, Pa.—Modification of license, increase *night* power from 500 w. to 1 kw.; KRKD, Los Angeles—CP, new equipment, and increase power from 500 w. to 1 kw. night, 2½ kw. LS; WFI, Philadelphia—Special experimental authorization increase power from 500 w. to 1 kw. night.

KWK, St. Louis—Granted 30-day extension of program test period, pending action on application for license.

WKJC, Lancaster, Pa.—Granted 30-day extension of program test period, pending action on application for license.

KMED, Medford, Oreg.—Granted 30-day extension of program test period, pending action on application for license.

WRAX-WPEN, Philadelphia—Granted 30-day extension of program test period, pending action on application for license.

WMBH, Joplin, Mo.—Granted modification of special temporary authorization to operate from 7:30 to 9:3 p. m., CST, instead of 2 to 6 p. m.

OCTOBER 2

WHDL, Tupper Lake, N. Y.—Granted CP to move transmitter and studio from Tupper Lake to Olean, N. Y.

KHJ, Los Angeles—Granted modification of CP to make changes in authorized equipment, extend commencement date to Oct. 12 and completion date to 90 days thereafter.

KGB, San Diego, Calif.—Granted modification of CP to make changes in authorized equipment, extend commencement date to Oct. 12 and completion date to 9 days thereafter.

KFRC, San Francisco—Granted modification of CP to make changes in authorized equipment, extend commencement date to Oct. 12 and completion date to 9 days thereafter.

WATR, Waterbury, Conn.—Granted consent to voluntary assignment of license to WATR Co., Inc.

WDBJ, Roanoke, Va.—Granted license to cover CP 930 kc., 1 kw., unlimited time.

WGAL, Lancaster, Pa.—Granted license to cover CP 1500 kc., 100 w. night, 250 w. D., unlimited.

WKBF, Indianapolis—Granted license to cover CP 1400 kc., 500 w. night, 1 kw. day; specified hours.

WTOC, Savannah, Ga.—Granted license to cover CP 1260 kc., 1 kw., unlimited time.

WIND, Gary, Ind.—Granted license to cover CP; 56 kc., 1 kw. night, 2½ kw. day; unlimited.

WCBD, Zion, Ill.—Granted modification of license to change studio location from Zion to Waukegan, Ill.

WOWO, Fort Wayne, Ind.—Granted authority to determine operating power by direct measurement.

WSGN, Birmingham, Ala.—Granted modification of CP extending completion date to Oct. 10.

KMLB, Monroe, La.—Granted modification of CP extending completion date to Dec. 1.

KGW, Portland, Oreg.—Granted modification of CP to make changes in equipment and extend commencement date to Oct. 15 and completion date to 180 days thereafter.

KSD, St. Louis—Granted modification of CP extending commencement date to Oct. 30 and completion date to Dec. 29.

WHA, Madison, Wis.—Granted license to cover CP 940 kc., 2½ kw. D.

KALE, Portland, Oreg.—Granted authority to install automatic frequency control equipment.

WTRC, Elkhart, Ind.—Granted CP to make changes in equiptment.

W9XAL, Kansas City, Mo.—Granted CP (experimental visual) for additional transmitter of 150 w., and additional frequencies 42,000-56,000, 60,000-86,000 kcs.

KSD, St. Louis—Granted modification of special experimental authorization extending time in which to obtain survey data from Sept. 22 to Oct. 22.

KWEA, Shreveport, La.—Granted special temporary authorization to remain silent for a period ending not later than Dec. 1.

Set for hearing: KGHL, Billings, Mont.—Modification of license to change frequency from 950 to 780 kc.

KWTN, Watertown, S. Dak.—Modification of CP granted, to extend completion date to Dec. 1.

NEW, Britt A. Rogers, Jr., Tupelo, Miss.—CP to operate on 990 kc., 500 w. D., heretofore granted, was retired to closed files for want of prosecution.

NEW, Metro Broadcasting Co., Los Angeles—Application for CP to operate on 820 kc., 100 w. at East Los Angeles, Calif., redesignated for hearing. Requests limited time with WHAS, Louisville, including all night time hours used by that station.

NEW, Frank Lyman, Jr., Boston—Redesignated for hearing amended application for CP, for new station near Boston, to use 680 kc., 250 w., D. to sunset at Raleigh, N. C.

WDBO, Orlando, Fla.—Granted extension of special experimental authorization to operate with additional power of 750 w. at night, from Oct. 1 to Nov. 1.

WTAW, College Station, Tex.—Granted modification of license to change time of operation from S-KTRH to specified hours; also granted renewal of license for term ending April 1, 1935.

KTFI, Twin Falls, Idaho—Granted renewal of license for term ending April 1, 1935; also granted extension of temporary experimental authorization to operate with additional 500 w. night from Oct. 1 to April 1, 1935.

KGGM, Albuquerque, N. Mex.—Granted temporary extension of license from Oct. 1 to Nov. 1, pending receipt and action on application for renewal.

WHBI, Newark, N. J.—Extended present license on a temporary basis, from Oct. 1 to Nov. 1, pending receipt of information relative to application for renewal.

WCAP, Asbury Park, N. J.—Extended present license for three months from Oct. 1, on a temporary basis, subject to such action as may be taken on application for renewal pending before the Commission.

WHEF, Kosciusko, Miss.—Extended program test period for 30 days, pending action on license application.

KSO, Des Moines—Application for special experimental authorization to increase power from 250 w. night, 500 w. LS to 500 w. night, 1 kw. LS, designated for hearing on Sept. 25, was reconsidered and granted for period ending Nov. 1.

Applications . . .

SEPTEMBER 27

WHEC, Rochester, N. Y.—Modification of license to increase power from 500 w. night, 1 kw. D. to 1 kw. day and night.

WOKO, Albany, N. Y.—Modification of license to increase power from 500 w. night, 1 kw. D. to 1 kw. day and night.

WPAD, Paducah, Ky.—CP to install new equipment and increase power from 100 w. to 100 w. night, 250 w. D.

WGAR, Cleveland — Modification of license to change frequency from 1450 kc. to 560 kc. and increase power from 500 w. night, 1 kw. D. to 1 kw. day and night. (Facilities of WIND.)

WTAW, College Station, Tex.—Modification of license to change hours of operation from sharing time with KTRH to specified hours.

WSOC, Charlotte, N. C.—Special experimental authorization to change frequency from 1210 kc. to 880 kc. and increase power from 100 w. night, 250 w. day to 250 w. day and night.

KWK, Kirkwood, Mo.—Authority to determine operating power by direct measurement.

NEW, KGBX, Inc., St. Joseph, Mo.—CP to operate on 1500 kc., 100 w. night, 250 w. D., unlimited time.

NEW, Cache Valley Broadcasting Service Co., Logan, Utah—CP to operate on 1370 kc., 100 w., unlimited time.

KRKO, Everett, Wash.—CP to move station locally, install new equipment, and increase power from 50 w. to 100 w.; amended to omit request for new equipment and increase in power.

SEPTEMBER 29

WLBW, Erie, Pa.—Voluntary assignment of license to Miami Valley Broadcasting Corp.; also CP to move studio from Erie to 39 S. Ludlow St., Dayton, Ohio, move transmitter to Dayton, site to be determined, install new equipment.

WQDX, Thomasville, Ga.—CP to move transmitter and studio locally, install new equipment, and change hours of operation from limited to D.

WOW, Omaha, Nebr.—CP to increase power from 1 kw. to 5 kw., move transmitter in Omaha, and install new equipment.

WGES, Chicago—Modification of license to change hours of operation from specified to sharing with WSBT.

KGER, Long Beach, Calif.—License to cover CP, make changes in equipment, and move transmitter locally.

Applications returned: NEW, Geo. M. Knierim, Jr., Honey Island, Tex.—CP to operate on 630 kc., 6 w. power, night time.

OCTOBER 3

WOKO, Albany, N. Y.—Modification of license to increase power from 500 w. night, 1 kw. D. to 1 kw. day and night.

WLNH, Laconia, N. H. — License to cover CP authorizing erection of new broadcast station for operation on 1310 kc., 100 w. power, D.

WCNW, Brooklyn, N. Y.—Modification of CP authorizing changes in equipment and increase in D. power, requesting local move of transmitter and studio, and extension of completion date.

WCBA, Allentown, Pa.—Modification of license to increase power from 250 w. to 1 kw.; amended to request special experimental authorization to increase power to 500 w.

WSAN, Allentown, Pa.—Modification of license to increase power from 250 w. to 1 kw.; amended to request special experimental authorization to increase power to 500 w.

WBNS, Columbus, Ohio—Modification of license to increase power from 500 w. night, 1 kw. D. to 1 kw. day and night.

WTAR, Norfolk, Va.—Modification of license to increase power from 500 w. to 1 kw. D., 500 w. night.

NEW, Jackson D. Magenau, Erie, Pa.—CP to operate on 1370 kc., 100 w., unlimited time.

KBTM, Jonesboro, Ark.—Modification of CP authorizing move of station to Jonesboro, Ark., from Paragould, Ark., and installation of automatic frequency control requesting extension of completion date.

WAGF, Dothan, Ala.—Special experimental authorization to operate from LS to 6:30 p. m. for the period ending Jan. 1, 1935.

WHBF, Rock Island, Ill.—CP to install new transmitter.

NEW, Herbert H. Fette, Meriden, Minn.—CP to operate on 1310 kc., 100 w. D.; amended to request change in the transmitter site and changes in equipment.

NEW, Louis Wasmer, Inc., Portable—CP to erect a new broadcast pick-up station to be operated on 1518, 2342, 2478 kc., 100 w.

KGIR, Butte, Mont.—CP to install new equipment and increase power from 1 kw. to 1 kw. night, 2½ kw. D.; amended to request changes in equipment.

KGY, Olympia, Wash. — Extension of special experimental authorization to operate additional specified hours for the period beginning Dec. 1 and ending June 1, 1935.

NEW, Arthur Westlund & Jules Cohn, Santa Rosa, Calif.—CP to operate on 1500 kc., 100 w., unlimited time.

NEW, Helena Broadcasting Co., Helena, Mont.—CP to operate on 1420 kc., 100 w., unlimited time; amended to change transmitter location and make changes in equipment.

NEW, David H. Cannon, Pasadena, Calif.—CP to operate on 1480 kc., 100 w. D.; amended to change transmitter site.

Applications returned: WHEC, Rochester, N. Y.—Modification of license to increase power from 500 w. night to 1 kw.; NEW, James M. Patterson, Jr., Stillwater, Okla.—CP to operate on 1290 kc., 100 w. D.

OCTOBER 4

NEW, E. B. Gish, Abilene, Tex.—CP to operate on 1420 kc., 100 w., unlimited time; amended to request transmitter site and changes in equipment.

KGFI, Corpus Christi, Tex.—CP to install new equipment, move transmitter locally, change frequency from 1500 kc. to 1380 kc., increase power from 100 w. night time, 250 w. D. to 1 kw.

WCFL, Chicago—Voluntary assignment of CP to WCFL, Cooperative Broadcasting System, Inc.; also modification of CP authorizing move of transmitter, increase power and unlimited time, requesting extension of completion date.

WHBF, Rock Island, Ill.—CP to move transmitter and studio locally, make changes in equipment, increase power from 100 w. to 250 w. LS (D.); amended to omit request to move station.

WOW, Omaha, Nebr.—Modification of CP authorizing move of transmitter, install new equipment, increase power, requesting extension of commencement and completion date.

KGHF, Pueblo, Colo.—License to cover CP authorizing changes in equipment and increase in power.

KDYL, Salt Lake City—CP to install new equipment and increase power from 1 kw. to 5 kw.

KPQ, Wenatchee, Wash.—CP to move station locally, make equipment changes, increase D. power from 100 w. to 250 w.

NEW, Pacific Acceptance Corp., San Diego, Calif.—CP to operate on 1420 kc., 100 w., unlimited time.

Application returned: WGAR, Cleveland —Modification of license to change frequency from 1450 kc. to 560 kc., increase night power from 500 w. to 1 kw., requesting facilities of WIND.

OCTOBER 6

WTAR, Norfolk, Va.—Modification of license to increase power from 500 w. to 500 w. day, 1 kw. night.

WSMK, Dayton, Ohio—Voluntary assignment of license to WSMK, Inc.

NEW, L. C. Brothers, H. P. England, Wellington, Ohio—CP to erect a new special experimental broadcast station to be operated on 1500 kc., 20 w.

WJBK, Detroit—CP to install new equipment, change frequency from 1500 kc. to 680 kc., increase power from 100 w. to 500 w.

WBNO, New Orleans—Voluntary assignment of license to Edward R. Musso.

NEW, Educational Radio, Inc., Spartanburg, S. C.—CP to operate on 1420 kc., 100 w. night, 250 w. day, unlimited time.

WBBZ, Ponca City, Okla.—License to cover CP to move studio and transmitter locally.

WTCN, Minneapolis—Modification of license to change frequency from 1250 kc. to 680 kc., decrease power from 1 kw. to 500 w. night, 1 kw. day, change hours of operation from specified hours to unlimited time.

KSLM, Salem, Oreg.—License to cover CP to erect a new broadcast station to be operated on 1370 kc., 100 w. day.

KGDM, Stockton, Calif.—Modification of license to change hours of operation from D. to D., 9 p. m. to 12 midnight.

KRE, Berkeley, Calif. — CP to make equipment changes, increase power from 100 w. day and night to 250 w. day, 100 w. night.

Applications returned: WCNW, Brooklyn, N. Y.—Modification of CP to make changes in equipment, extend commencement and completion dates; NEW, Glen R. Barber & S. T. Ryder, Abilene, Tex.—CP to operate on 1210 kc., 100 w., unlimited time.

OCTOBER 9

WHEC, Rochester, N. Y.—Modification of license to increase power from 500 w. night, 1 kw. day to 1 kw. day, 1 kw. night.

WKAR, East Lansing, Mich.—Modification of license to change frequency from 1040 kc. to 950 kc., increase power from 1 kw. day to 1 kw. day, 500 w. night, change time from specified hours D. to specified hours.

WPTF, Raleigh, N. C.—Modification of CP authorizing installation of new equipment, increase in power, and move of transmitter site locally, requesting extension of completion date.

WDOD, Chattanooga, Tenn. — Modification of license to increase power from 1 kw. night, 2½ kw. day to 1 kw. night, 5 kw. day.

KWCR, Cedar Rapids, Iowa—License to cover CP authorizing frequency change, increase in power, and equipment changes; also CP to make equipment changes, move transmitter site, increase power from 250 w. night, 500 w. day to 1 kw.

KSCJ, Sioux City, Iowa—Modification of license to change frequency from 1330 kc. to 1290 kc., change hours from simultaneous D. and specified hours night to unlimited time.

NEW, William A. Schall, Omaha, Nebr. —CP to erect a new broadcast station to be operated on 1420 kc., 100 w., unlimited time.

KFVS, Cape Girardeau, Mo —License to cover CP authorizing equipment changes and increase in D. power.

Application returned: WJR, Detroit—License to cover CP authorizing move of transmitter.

Examiners' Reports . . .

WKZO, Kalamazoo, Mich. — Examiner Hill recommended (Report 1-8; Docket 2412) that application for CP to move transmitter locally, install directional antenna for use at night, and increase in operating hours from D. only with 1 kw. to unlimited time with 250 w. night and 1 kw. D. be granted.

WSMB, New Orleans—Examiner Walker recommended (Report 1-9; Docket 2497) that previous grant of CP to increase power from 500 w. to 1 kw. be affirmed on condition that signal strength of WSMB in Akron area shall not exceed that normally expected from a 500 w. station using a convention type antenna.

WIT

Announcing a New

FREQUENCY MONITORING SERVICE

Reference frequencies derived from the National Standard of Frequency of the National Bureau of Standards by continuous leased wire service. No local Frequency standard is maintained. All measurements therefore are in accord with paragraph 205 Rules and Regulations of the F. C. C.

For 24-Hour Service Phone GReenwood 2134

WASHINGTON INSTITUTE OF TECHNOLOGY

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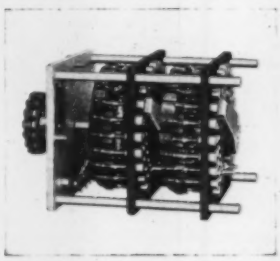
MASTER CONTROLS

Constant-impedance and Balanced Types



The substantial construction of the Type 552 Volume Control assures a quiet dependable unit suitable for the most exacting performance specifications for master gain controls.

Total attenuation 30 db. in 1.5-db. steps.

Type 552-TB	200 ohms	T	$34.00
Type 552-TC	500 ohms	T	34.00
Type 552-HB	200 ohms	Balanced H	48.00
Type 552-HC	500 ohms	Balanced H	48.00

GENERAL RADIO COMPANY

Cambridge A — Massachusetts

Wisconsin Stations Deny Report of Mid-West Net

PLANS evolved by Ota Gygi, former general manager of the defunct Amalgamated Broadcasting System, for a Mid-West network, embodying among others a group of locals in Wisconsin, have not materialized, and there are no current negotiations to that end, at least insofar as the Wisconsin stations are concerned, it is learned from these stations.

Unauthorized statements regarding the progress of these negotiations, it is stated, were given out by Mr. Gygi. Several months ago a general meeting of Michigan stations was held with Mr. Gygi, at which he presented a plan, it was declared, but nothing has developed beyond that. The plan was to hook up stations in Indiana, Iowa and Wisconsin for an exchange of three hours of time daily for a total of 16 hours of program service.

No agreement of any character, according to the Wisconsin stations contacted, has been signed with Mr. Gygi, and there are no definite plans for any sort of wire network now in negotiation.

Sherlock Holmes Returns

RETURNING to a daytime period, G. Washington Coffee Refining Co., Morris Plains, N. J., will bring back the popular "Adventures of Sherlock Holmes" series on 17 NBC-WEAF stations, Sundays, 4-4:30 p. m., starting Nov. 11. Cecil, Warwick & Cecil, New York, handles the account.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 26th and 13th of month preceding issue.

Help Wanted

Wanted—Two experienced announcers. State qualifications. Give references. Address Box 231, BROADCASTING.

Wanted—Engineer experienced with 100 watt composite transmitters. Give complete experience and references. Address Box 230, BROADCASTING.

Experienced, live wire transcription salesmen, Tarzan program, Southern states also Pacific Coast. State qualifications and full particulars first letter. Edgar Rice Burroughs, Inc., Tarzana, Cal.

Situations Wanted

Announcer, engineer—six years experience, seeks position. Go anywhere. Box 216, BROADCASTING.

Wanted to Buy

WANTED TO BUY OR LEASE RADIO STATION, preferably in Texas, Arizona, New Mexico, Oklahoma or Colorado. Address Box 229, BROADCASTING.

WANTED TO BUY—FOR CASH 100 or 250 watt used transmitter and speech input equipment. Send complete information including age, price and other particulars care Box 226, BROADCASTING, Washington, D. C.

For Sale

For Sale—Controlling stock in a two hundred and fifty watt station, doing a good business. Best of equipment. Write Post Office Box 276, Cumberland, Md.

The Other Fellow's Viewpoint . . .

Radio in Australia

To the Editor of BROADCASTING:

We were interested in the item appearing on page 18 of your June 15th issue, headed "Australian Newspapers Acquire More Stations," because this contains several mistakes which, no doubt, you will prefer to correct.

The first is in the last line of the first paragraph when the paper is wrongly referred to as the Queensland *Courier-Mail*, instead of Brisbane *Courier-Mail*, as correctly stated in the following paragraph.

We would explain that Melbourne is the State capital of Victoria, and consequently, the second sentence of paragraph 2 should read, "In Melbourne, the *Melbourne Herald*, part of the chain including the Brisbane *Courier-Mail*, owns 3DB, while the *Melbourne Argus* owns part of 3UZ and the *Melbourne Age* owns part of 3AW."

Station 61X referred to at the conclusion of paragraph 3, is located at Perth, Western Australia, and not Port Pirie, South Australia, which is a distance of some 1,350 miles from Perth.

Finally, with regard to the last paragraph of your item, the position is in New Zealand that the *Auckland Star*, an evening daily, has purchased a "B" Class broadcasting station known as 1ZM, whilst it is rumored that the *Auckland Herald*, a morning daily, is negotiating for the license of 1ZR. Station 1YA referred to in your article is a national station, one of a chain controlled by the N. Z. Broadcasting Board, and is not subject to private control. At the moment its power is less than 5 kw., but at present they are building a new transmitter and studio, and when these are completed their full power will be 10 kw.

It occurs to us that you might be interested to receive a little data on the broadcast situation in Australia, so we are enclosing herewith a survey compiled by the writer, dealing with points most likely to be of interest to you. (Copies may be obtained by addressing the writer.) Pages 10 and 11 have been compiled after the earlier portion of the survey, so as to give the latest license figures from the P. M. G.

In passing, we might mention that, although in New Zealand there also are two classes of radio stations, National or "A" Class, and "B" Class, the latter are not allowed by law to accept advertising of any nature, not even a sponsored program, and consequently, they have no source of revenue except from voluntary contributions from those set owners who are disposed to assist them. On the other hand, the National stations are supported from the proceeds of an annual license fee of £1.10.0, portion of which goes to the P. M. G., and the balance to the Broadcasting Board.

If you or your readers would like any further information regarding this field, we should be happy to be of service. We would explain that hitherto radio has not been a very big factor from an advertising point of view, but recent developments have been a thorough study of the position and, as a consequence, one or two advertising agencies, particularly ourselves, have formed special radio divisions for the express purpose of serving advertisers. We are, at the moment, finalizing plans for the installation of our own set-up, with a completely equipped studio, control room and audition room, to enable us to present to our advertisers the complete program before it goes on the air. The studio will be equipped with two-speed turntable to enable both 33 1-3 and 78 discs to be used. It will also have direct lines to the majority of Sydney "B" Class stations so that, if desired, the programs can be actually broadcast from our own studio.

FRANCIS E. LEVY,
Director, Radio Division.
Goldberg Advertising Agency, Ltd.,
Warwick Bldg.,
Sydney, Australia.
Aug. 16, 1934.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD. CALIF.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

William R. Stuhler

(*Continued from page 35*)

sound entertainment, well produced is the first essential, and that a galaxy of big names or any other startling features will sell goods unless the background is just right.

He broke Joe Cook of the guest star habit, and introduced him regularly for Colgate's dental cream, put on Albert Spalding's first commercial series; is producing the new Fletcher's Castoria programs with Roxy, and recently put Packard Motor Co. back on the air.

The 45-minute program is Stuhler's own innovation. He long felt that many shows naturally fitted into a half-hour or an hour, which just as many did not. Borden's show was the first to which the new length (for which time can be bought very economically) was adapted, and now Castoria and Packard are to follow suit. Saturday night time, too, is very popular with Stuhler, perhaps because most other agencies have persuaded their clients to avoid it. Stuhler is grateful to them for clearing the air of competitors for him. Young & Rubicam generally have enough of their own shows on the networks that evening to provide ample entertainment for the average listener without his having to shop elsewhere.

Married in 1927 to Annette Barnwell, of Minneapolis, Stuhler's recreations often take him to the theatre or the opera house. For more athletic diversion, he swims and "plays at" golf and tennis. And a vast amount of energy goes into his rivalry with Frank Crumit in unearthing the best of the forgotten music.

WHEN President Roosevelt delivered his sixth "fireside talk" to the American people over combined networks the night of Sept. 30, many non-network stations were joined in the hookups under the arrangement whereby events of such transcendant importance are made available to independent stations.

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LEADERSHIP

MAINTAINING THE STABILITY AND INTEGRITY... OF AN ART AND A GREAT AMERICAN INDUSTRY ... for

THREE *Big* YEARS

As BROADCASTING Magazine embarks, with this issue, on its fourth year of existence, we are happy to report that we have maintained our growth apace with the greatest of American industries in point of social and economic influence.

Our Advertising Increase

During our fiscal year ended October 1, 1934, our advertising lineage increased 44% over the same period last year. From a total of 211,750 lines carried during 1932–33, we have increased to a total of 315,122 lines during the 1933–34 fiscal year.

BROADCASTING

Broadcast Advertising

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